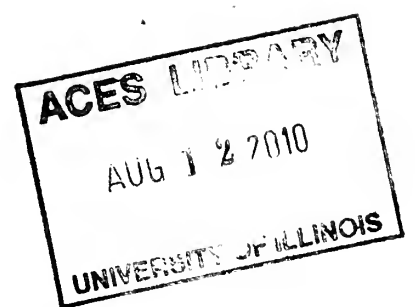




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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January-February, 1970

Jan. 5	Northeast Vegetable Growers School. Elgin. 9 a.m. to 3 p.m.
Jan. 6	Northeast Vegetable Growers School. Joliet. 9 a.m. to 3 p.m.
Jan. 6-7	Illinois Seed Dealers Association Annual Meeting. Holiday Inn East, Springfield. 8 p.m.
Jan. 8	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
Jan. 9	Feeder Pig Sale. Association Sale Barn, Albion. 1 p.m.
Jan. 9-10	Illinois Christmas Tree Growers' Association. Starved Rock State Park. 5 p.m.
Jan. 11-13	Illinois State Horticultural Society Annual Meeting. Augustines Restaurant and Motel, Belleville. 7 p.m.
Jan. 12	Beef Performance Testing Clinic. Bloomington. 1 p.m.
Jan. 12	Northeast Vegetable Growers School. Elgin. 9 a.m. to 3 p.m.
Jan. 13	Northeast Vegetable Growers School. Joliet. 9 a.m. to 3 p.m.
Jan. 13	Beef Performance Testing Clinic. Rockford. 1 p.m.
Jan. 13	Beef Performance Testing Clinic. Princeton. 8 p.m.
Jan. 14	Beef Performance Testing Clinic. Macomb. 1 p.m.
Jan. 14	Bedding Plant School. 7 Eagles Restaurant, Des Plaines. 9 a.m. to 3 p.m.
Jan. 14	Beef Performance Testing Clinic. Jacksonville. 8 p.m.
Jan. 14-15	Grain Conditioning Conference. Illini Union, U. of I., Urbana. 9 a.m.
Jan. 15	Illinois Land Improvement Contractors Workshop. Bank of Harrisburg, Harrisburg. 9 a.m.
Jan. 15	Beef Performance Testing Clinic. Mascoutah. 1 p.m.
Jan. 15	Beef Performance Testing Clinic. Effingham. 8 p.m.
Jan. 15	Annual Arborists Seminar. Holiday Inn, Rolling Meadows. 9 a.m.



AGRICULTURAL EVENTS CALENDAR - 2

- Jan. 16 Illinois Land Improvement Contractors Workshop. Nu-Way Cafe, Albion. 9 a.m.
- Jan. 16 Beef Performance Testing Clinic. Carmi. 1 p.m.
- Jan. 18-21 Illinois State Nurserymen's Association Meeting. Arlington Arms Motor Inn, Arlington Heights. 9 a.m. to 6 p.m.
- Jan. 20-21 Tri-County Vegetable Growers School. Round Table Restaurant, Collinsville. 9 a.m. to 3 p.m.
- Jan. 22 Union County Vegetable Growers School. Jonesboro. 9 a.m. to 3 p.m.
- Jan. 22 Illinois Land Improvement Contractors Workshop. Topper Restaurant, Nashville. 9 a.m.
- Jan. 23 Illinois Land Improvement Contractors Workshop. Moose Lodge No. 1634, Litchfield. 9 a.m.
- Jan. 23 Central Illinois Vegetable Growers School. Springfield. 9 a.m. to 3 p.m.
- Jan. 24 Illinois Pork Producers Association Annual Meeting. Kewanee High School. 9:30 a.m.
- Jan. 26 Soybean Conference. Holiday Inn East, Springfield. 8 a.m.
- Jan. 26-27 Illinois Land Improvement Contractors Annual Meeting. St. Nicholas Hotel, Springfield. 9 a.m.
- Jan. 27 Custom Spray Aerial and Ground Applicators Association Meeting. Ramada Inn, Urbana. 9 a.m.
- Jan. 28-30 Illinois Technical Forestry Association Annual Meeting. Holiday Inn East, Springfield.
- Jan. 28-29 22nd Custom Spray Operator's Training School. Illini Union, U. of I., Urbana. 9 a.m.
- Jan. 29-30 Illinois Homemaker's Extension Federation Annual Meeting. Wardall Hall, U. of I., Urbana. Noon.
- Jan. 29-30 Illinois Society of Professional Farm Managers and Rural Appraisers Meeting. Illini Union, U. of I., Urbana. 9 a.m.
- Jan. 30 Illinois Land Improvement Contractors Workshop. Holiday Inn, Champaign. 9 a.m.
- Jan. 30-Feb. 1 Rural Youth Winter Rally. Illini Union, U. of I., Urbana. 7:30 p.m.
- Feb. 2-4 Church and Community Institute. Illini Union, U. of I., Urbana. 10:30 a.m.
- Feb. 2-3 4-H Craft Workshop. Community Center, Lincoln. 10 a.m.



AGRICULTURAL EVENTS CALENDAR - 3

- Feb. 3-4      Agricultural Industries Forum. Illini Union, U. of I., Urbana. 9 a.m.
- Feb. 3        Illinois Land Improvement Contractor Workshop. New Farm Bureau Building, Pittsfield. 9 a.m.
- Feb. 4        Illinois Land Improvement Contractor Workshop. Heritage House Restaurant, Springfield. 9 a.m.
- Feb. 4-5      4-H Craft Workshop. Farm Bureau Auditorium, Vandalia. 10 a.m.
- Feb. 4-6      National Livestock Feeders Association Annual Meeting. Sheraton-Chicago Hotel, Chicago.
- Feb. 6        Feeder Pig Sale. Sale Barn, Albion. 1 p.m.
- Feb. 7        Illinois Spring Barrow Show. State Fair Grounds, Springfield. 8 a.m.
- Feb. 12       Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
- Feb. 17       Illinois Land Improvement Contractor Workshop. Holiday Inn, Galesburg. 9 a.m.
- Feb. 18       Illinois Land Improvement Contractor Workshop. Ogle County Resources Building, Oregon. 9 a.m.
- Feb. 18       Pot Plant School. 7 Eagle Restaurant, Des Plaines. 8:30 a.m. to 4:00 p.m.
- Feb. 18-19   Landscape Contractors Seminar. O'Hare Concord Motor Inn, Des Plaines. 9 a.m.
- Feb. 19       Illinois Land Improvement Contractor Workshop. Will County Farm Bureau Building, Joliet. 9 a.m.
- Feb. 21       Chicago Market-Atkinson Area Barrow Show. Atkinson. 9:30 a.m.
- Feb. 28       Illinois Purebred Dairy Cattle Association Calf Sale. Stock Pavilion, U. of I., Urbana. 11 a.m.



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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

February-March, 1970

Feb. 2-3	Regional Small Package Pesticide Dealer Clinic. Villa Oliva, Bartlett.
Feb. 2-3	4-H Craft Workshop. Community Center, Lincoln. 10 a.m.
Feb. 2-4	Church and Community Institute. Illini Union, U. of I., Urbana. 10:30 a.m.
Feb. 3-4	Agricultural Industries Forum. Illini Union, U. of I., Urbana. 9 a.m.
Feb. 3	Illinois Land Improvement Contractor Workshop. New Farm Bureau Building, Pittsfield. 9 a.m.
Feb. 4	Illinois Land Improvement Contractor Workshop. Heritage House Restaurant, Springfield. 9 a.m.
Feb. 4-5	4-H Craft Workshop. Farm Bureau Auditorium, Vandalia. 10 a.m.
Feb. 4-6	National Livestock Feeders Association Annual Meeting. Sheraton-Chicago Hotel, Chicago.
Feb. 6	Feeder Pig Sale. Sale Barn, Albion. 1 p.m.
Feb. 7	Illinois Spring Barrow Show. State Fair Grounds, Springfield. 8 a.m.
Feb. 12	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
Feb. 12	Community College Visitation Day. Krannert Center, U. of I., Urbana. 9 a.m.
Feb. 17	Illinois Land Improvement Contractor Workshop. Holiday Inn, Galesburg. 9 a.m.
Feb. 17	Regional Pesticide Dealers' and Applicators' Clinic. Blackhawk Motel, Jacksonville.
Feb. 18	Illinois Land Improvement Contractor Workshop. Ogle County Resources Building, Oregon. 9 a.m.
Feb. 18	Pot Plant School. 7 Eagle Restaurant, Des Plaines. 8:30 a.m. to 4:00 p.m.
Feb. 18	Regional Pesticide Dealers' and Applicators' Clinic. Augustine's Motor Lodge, Belleville.

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AGRICULTURAL EVENTS CALENDAR - 2

Feb. 18-19	Landscape Contractors Seminar. O'Hare Concord Motor Inn, Des Plaines. 9 a.m.
Feb. 19	Illinois Land Improvement Contractor Workshop. Will County Farm Bureau Building, Joliet. 9 a.m.
Feb. 19	Regional Pesticide Dealers' and Applicators' Clinic. Holiday Inn, Marion.
Feb. 20	Regional Pesticide Dealers' and Applicators' Clinic. Ramada Inn, Effingham.
Feb. 20	Regional Vegetable School. Havana.
Feb. 21	Chicago Market-Atkinson Area Barrow Show. Atkinson. 9:30 a.m.
Feb. 24	Regional Pesticide Dealers' and Applicators' Clinic. Rossi's Autumn Acres Restaurant, Joliet.
Feb. 25	Regional Pesticide Dealers' and Applicators' Clinic. Holiday Inn, Galesburg.
Feb. 26	Regional Pesticide Dealers' and Applicators' Clinic. Emerald Hills Golf Club, Sterling.
Feb. 27	Regional Pesticide Dealers' and Applicators' Clinic. Sinorak Restaurant, Bloomington.
March 2	Regional Vegetable School. Rochelle.
March 2-6	Hardwood Lumber Grading Short Course. Farm Bureau Auditorium, Paris. 8:30 a.m.
March 6	Feeder Pig Sale. Sale Barn, Albion, 1 p.m.
March 7-15	Chicago World Flower Show. International Amphitheater, Chicago.
March 10	U. of I. Pork Industry Day. Stock Pavilion Auditorium, U. of I., Urbana. 8 a.m.
March 11	Illinois Farm Electrification Council -- District VI Conference.
March 11	Edgar-Coles Market Steer Evaluation. Sale Barn, Paris. 1 p.m.
March 11	Northern Illinois Agricultural Policy Forum. Henrici's Motor Inn, Rockford. 9:30 a.m.
March 12	Illinois Farm Electrification Council -- District V Conference.
March 12	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
March 12	Peoria Area Market Steer Evaluation. Stockyards, Peoria. 10:30 a.m.
March 13	Illinois Farm Electrification Council -- District IV Conference.



AGRICULTURAL EVENTS CALENDAR - 3

March 13      Peoria Area Agricultural Industries Forum. Heritage House,  
Peoria. 9:30 a.m.

March 16      Shawnee Barrow Show. IPLA Barns, Goreville.

March 19      Illinois Farm Electrification Council -- District I Conference.

March 19      Regional Tomato School. Lomax Canning Company, Lomax.

March 20      Illinois Farm Electrification Council -- District III Conference.

March 21      State FFA Meat, Milk and Poultry Judging Contest. Stock Pavilion,  
U. of I., Urbana. 10:00 a.m.

March 23-27    New Extension Staff Members Conference. Paradise Inn, Urbana.

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## AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March-April, 1970

March 2	Regional Vegetable School. Rochelle.
March 2-6	Hardwood Lumber Grading Short Course. Farm Bureau Auditorium, Paris. 8:30 a.m.
March 6	Feeder Pig Sale. Sale Barn, Albion. 1 p.m.
March 7-15	Chicago World Flower Show. International Amphitheater, Chicago.
March 10	U. of I. Pork Industry Day. Stock Pavilion Auditorium, U. of I., Urbana. 8 a.m.
March 11	Illinois Farm Electrification Council -- District VI Conference.
March 11	Edgar-Coles Market Steer Evaluation. Sale Barn, Paris. 1 p.m.
March 11	Northern Illinois Agricultural Policy Forum. Henrici's Motor Inn, Rockford. 9:30 a.m.
March 11	Illinois Farm Equipment Dealer Clinic. Illini Union, U. of I., Urbana. 9 a.m. to 3 p.m.
March 12	Illinois Farm Electrification Council -- District V Conference.
March 12	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
March 12	Peoria Area Market Steer Evaluation. Stockyards, Peoria. 10:30 a.m.
March 13	Illinois Farm Electrification Council -- District IV Conference.
March 13	Peoria Area Agricultural Industries Forum. Heritage House, Peoria. 9:30 a.m.
March 16	Shawnee Barrow Show. IPLA Barns, Goreville.
March 19	Illinois Farm Electrification Council -- District I Conference.
March 19	Regional Tomato School. Lomax Canning Company, Lomax.
March 20	Illinois Farm Electrification Council -- District III Conference.
March 21	State FFA Meat, Milk and Poultry Judging Contest. Stock Pavilion, U. of I., Urbana. 10 a.m.



AGRICULTURAL EVENTS CALENDAR -- 2

March 23-27      New Extension Staff Members Conference.    Paradise Inn, Urbana.

March 24-26      Southern Illinois Materials Handling Show.    Nashville.

April 1           Barrow Show.    National Stock Yards Sale Pavilion.    9 a.m.

April 3           Feeder Pig Sale.    Association Sale Barn, Albion.    1 p.m.

April 4           U. of I. Horse and Pony Day.    Stock Pavilion, U. of I., Urbana.  
8:30 a.m.

April 4           Southwestern Illinois Sheep Day.    Turkey Hill Grange.    10 a.m.

April 10          Feeder Pig Sale.    Association Sale Barn, Benton.    1 p.m.

April 18          State FFA Foundation Awards Meeting.    Room 103 Mumford Hall,  
Urbana.    10 a.m.

April 23-25      Community Planning and Development Workshop.    Starved Rock State  
Park.    4 p.m.

April 26-  
May 2           Leisurecraft and Counseling Camp.    4-H Memorial Camp, Monticello.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

May-June, 1970

May 1	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
May 2	State Vocational Agriculture Livestock, Dairy, Poultry, and Crop-Judging Contests. South Farm, U. of I., Urbana. 10 a.m.
May 7-8	Midwest Poultry Health and Management Symposium. Purdue Memorial Center, Purdue University, Lafayette, Indiana. 9 a.m.
May 20-22	Spring Meeting, Illinois Technical Forestry Association. Rend Lake Reservoir, Benton.
June 1-5	Peoria Wool Pool. Exposition Gardens, Peoria. 8 a.m.
June 2-3	Dixon Springs Wool Pool. Robbs. 8 a.m.
June 3	Illinois Poultry Industry Council Annual Meeting. IAA Building, Bloomington. 9 a.m.
June 5	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
June 9	Summer Orchard Day. Nugent-Shapanski Orchards, Grafton.
June 12	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
June 12-13	Illinois Christmas Tree Growers Association Summer Meeting. Ramada Inn, Effingham.
June 14	State Spring Lamb Show. Junior Fair Building, State Fairgrounds, Springfield. 12:30 p.m.
June 15-17	Federal Land Bank Manager's Seminar. Illini Union, U. of I., Urbana. 8 a.m.
June 15-18	Farm Business Farm Management Fieldmen's June Conference. Goreville. 2:30 p.m.
June 16	Agronomy Research Center Tour. Brownstown. 9:30 a.m.
June 16-18	State FFA Convention. Assembly Hall, U. of I., Urbana.
June 16-19	Illinois State 4-H Week. U. of I., Urbana.
June 17-18	Illinois Homemakers Extension Citizenship and Organization Conference. Illini Union, U. of I., Urbana. 11:30 a.m.



AGRICULTURAL EVENTS CALENDAR -- 2

- June 22            Northern Illinois Lamb Carcass Show. FFA Salebarn, Seneca.  
6 p.m.
- June 24            Agronomy South Farm Tour for Illinois Crop Improvement Association  
and Illinois Seed Dealers Association. Agronomy South Farm, U. of I.,  
Urbana. 9:30 a.m.
- June 24-26        Annual Convention of National Association of Colleges and Teachers  
of Agriculture (NACTA). U. of I., Urbana.
- June 25-26        Illinois Society of Professional Farm Managers and Rural Appraisers  
Summer Tour. Ramada Inn, Effingham. 9 a.m.
- June 28-July 1   American Dairy Science Association Annual Meeting. Gainesville,  
Florida.
- June 30           Agronomy Research Center Tour. DeKalb. 10 a.m.
- June 30           State 4-H Judging Contest. U. of I., Urbana. 10 a.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

June-July, 1970

June 1-5	Peoria Wool Pool. Exposition Gardens, Peoria. 8 a.m.
June 2-3	Dixon Springs Wool Pool. Robbs. 8 a.m.
June 3	Illinois Poultry Industry Council Annual Meeting. IAA Building, Bloomington. 9 a.m.
June 5	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
June 9	Summer Orchard Day. Nugent-Shapanski Orchards, Grafton.
June 12	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
June 12-13	Illinois Christmas Tree Growers Association Summer Meeting. Ramada Inn, Effingham.
June 14	State Spring Lamb Show. Junior Fair Building, State Fairgrounds, Springfield. 12:30 p.m.
June 15-17	Federal Land Bank Manager's Seminar. Illini Union, U. of I., Urbana. 8 a.m.
June 15-18	Farm Business Farm Management Fieldmen's June Conference. Goreville. 2:30 p.m.
June 16	Agronomy Research Center Tour. Brownstown. 9:30 a.m.
June 16-18	State FFA Convention. Assembly Hall, U. of I., Urbana.
June 16-19	Illinois State 4-H Week. U. of I., Urbana.
June 17-18	Illinois Homemakers Extension Citizenship and Organization Conference. Illini Union, U. of I., Urbana. 11:30 a.m.
June 21	State International Farm Youth Exchange (IFYE) Picnic. Memorial 4-H Camp, Monticello. Noon.
June 22	Northern Illinois Lamb Carcass Show. FFA Salebarn, Seneca. 6 p.m.
June 24	Agronomy South Farm Tour for Illinois Crop Improvement Association and Illinois Seed Dealers Association. Agronomy South Farm, U. of I., Urbana. 9:30 a.m.
June 24	American Society for Engineering Education--Agricultural Engineering Section. Columbus, Ohio.



AGRICULTURAL EVENTS CALENDAR--2

June 24-26      Annual Convention of National Association of Colleges and Teachers  
of Agriculture (NACTA). U. of I., Urbana.

June 25-26      Illinois Society of Professional Farm Managers and Rural Appraisers  
Summer Tour. Ramada Inn, Effingham. 9 a.m.

June 28-July 1   American Dairy Science Association Annual Meeting. Gainesville,  
Florida.

June 30          Agronomy Research Center Tour. DeKalb. 10 a.m.

June 30          State 4-H Judging Contest. U. of I., Urbana. 10 a.m.

July 3           Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.

July 9           Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.

July 8-10        Annual Meeting of American Society of Agricultural Engineers.  
Minneapolis, Minnesota.

July 12-14      American Society of Farm Managers and Rural Appraisers Summer Meeting.  
St. Peter, Minnesota.

July 15-17      American Poultry Congress. Chase-Plaza Hotel, St. Louis, Missouri.

July 20-24      State 4-H Junior Leaders Conference. Memorial 4-H Camp, Monticello.

July 29          Grain Transportation Symposium. Illini Union, U. of I., Urbana.  
9 a.m.

July 30          Tour Southern Illinois University Agronomy Farm. Carbondale. 1 p.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July-August, 1970

July 3	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
July 8	Vegetable Sand Field Day. Kilbourne. 2 p.m.
July 9	Area Sweet Corn Meeting. Collinsville. 7 p.m.
July 9	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
July 8-10	Annual Meeting of American Society of Agricultural Engineers. Minneapolis, Minnesota.
July 12-14	American Society of Farm Managers and Rural Appraisers Summer Meeting. St. Peter, Minnesota.
July 13-14	National Alfalfa Improvement Conference. U. of I., Urbana. 9 a.m.
July 15-17	American Poultry Congress. Chase-Plaza Hotel, St. Louis, Missouri.
July 20-24	State 4-H Junior Leaders Conference. Memorial 4-H Camp, Monticello.
July 29	Grain Transportation Symposium. Illini Union, U. of I., Urbana. 9 a.m.
July 30	Tour Southern Illinois University Agronomy Farm. Carbondale. 1 p.m.
August 2-8	Boys' Farm Forestry Camp. Southern 4-H Camp, West Frankfort. 3 p.m.
August 7	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
August 10	Agronomy Field Day. Aledo. 1 p.m.
August 10-12	Agricultural Occupational Teachers Annual Conference. Illini Union, U. of I., Urbana.
August 13	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
August 13	Agronomy Field Day. Dixon Springs. 10 a.m.
August 14-23	Illinois State Fair. Springfield.



AGRICULTURAL EVENTS CALENDAR--2

August 17-20 Association of Official Seed Certifying Agencies Annual Meeting.  
Winnipeg, Canada.

August 23-28 American Society of Agronomy Annual Meeting. Tucson, Arizona.

August 24-28 State 4-H Conservation Camp. 4-H Memorial Camp, Monticello.

August 28 U. of I. Dairy Farm Open House. Lincoln Avenue Barns, U. of I.,  
Urbana.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August-September, 1970

August 2-8	Boys' Farm Forestry Camp. Southern 4-H Camp, West Frankfort. 3 p.m.
August 7	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
August 10	Agronomy Field Day. Aledo. 1 p.m.
August 10-12	Agricultural Occupational Teachers Annual Conference. Illini Union, U. of I., Urbana.
August 13	Feeder Pig Sale. Sale Barn, Benton. 1:00 p.m.
August 14-23	Illinois State Fair. Springfield.
August 23-28	American Society of Agronomy Annual Meeting. Tucson, Arizona.
August 24-28	State 4-H Conservation Camp. 4-H Memorial Camp, Monticello.
August 28	U. of I. Dairy Farm Open House. Lincoln Avenue Barns, U. of I., Urbana.
August 31	Agronomy Field Day. Kewanee. 2:00 p.m.,
September 1	Annual meeting Illinois Farm Business Farm Management Association and Farm Tour on Dean Toohey Farm. Logan County.
September 1-2	Ventilation Workshop for Confinement Swine and Beef. 9:30 a.m. Illini Room A.
September 1	Agronomy Field Day. Carlinville. 1:00 p.m.
September 2	Agronomy Field Day. Brownstown. 9:30 a.m.
September 2	Northern Illinois District Farm Management Tour--Urban Berkus Farm. Kane County.
September 3	Agronomy Field Day. 1:00 p.m. Toledo.
September 3	Annual Fall Meeting and Tour--Illinois Society of Professional Farm Managers and Rural Appraisers. 9:00 a.m. Kankakee.



AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

September 4	Agronomy Field Day. Hartsburg. 1:00 p.m.
September 4	Feeder Pig Sale. Albion. Association Sale Barn.
September 8	Agronomy Field Day. Dixon. 1:00 p.m.
September 9	Agronomy Field Day. Carthage. 1:00 p.m.
September 9	Tour of Agronomy South Farm by Illinois Foundation Seeds Inc. Agronomy South Farm. 1:30 p.m.
September 9-11	Illinois Technical Forestry Association Fall Meeting. Morton Arboretum.
September 10	Agronomy Day. Agronomy South Farm, Urbana. 7:00 a.m. - 1:00 p.
September 10	Feeder Pig Sale. Benton. Association Sale Barn. 1:00 p.m.
September 10	Illinois State Turkey Growers' Association Fall Field Meeting. Havana, Illinois.
September 12	Cow-calf Field Day. Schuyler County.
September 14-16	National Barrow Show. Austin, Minnesota.
September 14-18	American Society of Farm Managers and Rural Appraisers Farm Management School.
September 15	Agronomy Field Day. Elwood. 1:00 p.m.
September 16	Cow-calf tour. Iroquois County
September 16-17	Illinois Bankers Association Agricultural Credit Conference.
September 18	Cow-calf tour. Shelby County
September 24	Cow-calf Field Day. Henry County.
September 25	U. of I. Beef Cattle Feeders Day. 9:00 a.m. Beef Barn.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

September-October, 1970

September 1	Annual meeting Illinois Farm Business Farm Management Association and Farm Tour on Dean Toohey Farm. Logan County.
September 1-2	Ventilation Workshop for Confinement Swine and Beef. Illini Union, U. of I., Urbana. 9:30 a.m.
September 1	Agronomy Field Day. Carlinville. 1 p.m.
September 2	Agronomy Field Day. Brownstown. 9:30 a.m.
September 2	Northern Illinois District Farm Management Tour. Urban Berkus Farm. Kane County.
September 3	Agronomy Field Day. Toledo. 1 p.m.
September 3	Annual Fall Meeting and Tour--Illinois Society of Professional Farm Managers and Rural Appraisers. Kankakee. 9 a.m.
September 4	Agronomy Field Day. Hartsburg. 1 p.m.
September 4	Feeder Pig Sale. Albion. Association Sale Barn.
September 8	Agronomy Field Day. Dixon. 1 p.m.
September 9	Agronomy Field Day. Carthage. 1 p.m.
September 9-11	Illinois Technical Forestry Association Fall Meeting. Morton Arboretum.
September 10	Agronomy Day. Agronomy South Farm, U. of I., Urbana. 7 a.m. to 1 p.m.
September 10	Feeder Pig Sale. Benton. Association Sale Barn. 1 p.m.
September 10	Illinois State Turkey Growers' Association Fall Field Meeting. Havana, Illinois.
September 12	Cow-calf Field Day. Schuyler County.
September 14-16	National Barrow Show. Austin, Minnesota.
September 14-18	American Society of Farm Managers and Rural Appraisers Farm Management School. Howard Johnson Motel, Urbana.



AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

September 15	Agronomy Field Day. Elwood. 1 p.m.
September 15	Cow-calf tour. Iroquois County.
September 16-17	Illinois Bankers Association Agricultural Credit Conference. Illini Union, U. of I., Urbana.
September 18	Cow-calf tour. Shelby County.
September 24	Cow-calf tour. Henry County.
September 25	Illinois Beef Cattle Day. U. of I., Urbana. 9 a.m.
September 30-Oct. 2	Farm Progress Show Sangamon County.
October 1	Consumer Conference. Carbondale.
October 1	Egyptian Livestock Association Feeder Cattle Sale. Robbs, Illinois. 1 p.m.
October 2	Benton Livestock Association Feeder Pig Sale. Association Sale Barn. 1 p.m.
October 3	Ag Student Guest Day. U. of I., Urbana. 8 a.m. to Noon
October 4-10	National 4-H Week.
October 6	Annual Illinois Poultry Seminar. Holiday Inn, Bloomington.
October 8	Albion Feeder Pig Sale. Association Sale Barn. 8 p.m.
October 9	Southeastern Livestock Association Feeder Cattle Sale. Association Sale Barn. Albion. 7:30 p.m.
October 10-20	Dairy Fieldmen's Conference. Paradise Inn, Champaign, Illinois. 10 a.m.
October 12-15	Annual Meeting, Society of American Foresters. Las Vegas, Nevada.
October 12-16	Annual Fall Extension Conference.
October 16-24	American Royal Livestock Show. Kansas City.
October 22	Eastern Illinois Livestock Association Feeder Cattle Sale. Shelbyville Sale Barn. 7:30 p.m.
October 26-28	Department of Agricultural Economics Specialized Advisers Conference. Meeting place to be announced. Noon.



AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

November-December, 1970

November 2	Feeder Cattle Sale. Western Illinois Livestock Association Pittsfield Sale Barn. 7:30 p.m.
November 2-4	Fall Conference for Farm Business Farm Management Association Fieldmen. Howard Johnson Motel, Urbana.
November 6	Feeder Pig Sale. Association Sale Barn, Albion 8 p.m.
November 12	Feeder Pig Sale. Livestock Association Sale Barn, Benton. 1 p.m.
November 16-19	Illinois Agricultural Association Meeting. Chicago.
November 16-17	Farm Income Tax School. University Union, Illinois State University, Bloomington.
November 19-20	Farm Income Tax School. Holiday Inn (I-90 & Rt. 31), Elgin.
November 19-20	Farm Income Tax School. Farm Bureau Building, Hillsboro.
November 19-20	Farm Income Tax School. Holiday Inn (I-55 & U.S. 52), Joliet.
November 23	Seed Clinic. Ramada Inn, Effingham.
November 23-24	Farm Income Tax School. Augustine's Restaurant, Belleville.
November 23-24	Farm Income Tax School. Farm Bureau Agriculture Center, Decatur.
November 23-24	Farm Income Tax School. Plantation Room, 1100 West Galena, Freeport.
November 23-24	Farm Income Tax School. Holiday Inn, Olney.
November 24	Seed Clinic. Ramada Inn, Carbondale. 10 a.m. to 3 p.m.
November 27-28	Midwest Section, American Society of Animal Science Meeting. Chicago.
November 27-Dec. 2	International Livestock Show. International Amphitheater, Chicago.
November 29-Dec. 3	National 4-H Congress. Chicago.
November 30	Seed Clinic. Ramada Inn, Bloomington. 10 a.m. to 3 p.m.



# AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

November 30-Dec. 1	Farm Income Tax School.	Loveland Community House, Dixon.
November 30-Dec. 1	Farm Income Tax School.	University Union, Western Illinois University, Macomb.
November 30-Dec. 1	Farm Income Tax School.	First Presbyterian Church, Mt. Vernon.
December 1	Seed Clinic.	4-H Center, Macomb. 10 a.m. to 3 p.m.
December 1-2	Corn Quality Conference.	Illini Union, University of Illinois, Urbana.
December 2	Seed Clinic.	Veterans of Foreign Wars Building, Oregon. 10 a.m. to 3 p.m.
December 3-4	Farm Income Tax School.	Carl Sandburg Junior College, Galesburg.
December 3-4	Farm Income Tax School.	Central Trust and Savings Bank, Geneseo.
December 3-4	Farm Income Tax School.	Operating Engineers Building, Harrisburg.
December 7-8	Farm Income Tax School.	Carbondale Savings and Loan Association, Carbondale.
December 7-8	Farm Income Tax School.	Farm Bureau Building, DeKalb.
December 7-8	Farm Income Tax School.	Ramada Inn, Effingham.
December 7-8	Farm Income Tax School.	Farm Bureau Building, Peoria.
December 10-11	Farm Income Tax School.	Student Union Building, Eastern Illinois University, Charleston.
December 10-11	Farm Income Tax School.	Holiday Inn (I-80 & U.S. 51), LaSalle-Peru.
December 10-11	Farm Income Tax School.	Junior Livestock Activities Building, Illinois State Fairgrounds, Springfield.
December 14-15	Farm Income Tax School.	Illini Union, University of Illinois, Urbana.
December 14-15	Farm Income Tax School.	Holiday Inn (I-55 & U.S. 52), Joliet.





## Spring Barrow Show...

...premium lists (5) are in the packet for agriculture advisers interested. There's also a column item. Both the lists and the column item are compliments of G.R. "Pigs are pretty" Carlisle. More to come.

## Slide-script set...

...offer is repeated. Promote your crop production and crop protection days, and swine seminars, by using these thirty second, three slide sets over your local television station.

## Toss a coin...

...to see who uses the Church and Community Institute release. It is sent to agriculture and home economics advisers. Why not coordinate the effort and both use it?

## This week...

...agriculture advisers will find releases on:

- Tractor Accidents--They Can Happen To You
- Church And Community Institute Feb. 2-4 At Urbana
- Ag Industries Forum Offers Dairy Marketing Session
- and three special column items to promote Crop Protection Day

...home economics advisers have releases on:

- Home-Laundry Sanitation
- Keep White Nylons White

## And this week...

...your packet material is reproduced on Itek instead of mimeograph. How do you like it?



## Youth advisers and 4-H coordinators...

...have a story slugged "Illinois 4-H Foundation Awards Funds To Ten County Programs." If your county didn't receive a grant, don't file the release in your waste basket. It's part of the new 4-H story--4-H moving into new areas. Does your county have a program for handicapped and disadvantaged youngsters? You can tie that story on to this one. Or, better yet, do a feature on your program. If your county received a grant, add more details about your program. Re-arrange the story so that you come first and write a new lead, such as "\_\_\_\_\_ County received one of 10 Illinois 4-H Foundation grants for work with handicapped and disadvantaged youngsters."

## Illinois Pork Conference...

...needs a push, says Dick Carlisle. Agriculture advisers have five programs with the story on the Spring Barrow Show. Each adviser knows his local pork producer and pork industry. Dig your column items, radio tips or news releases out of the program. Conference dates are Jan. 23 and 24. Put your local promotion in gear this week.

## Tax time...

...calls for tax stories. Look at the three in this packet carefully to see how they best fit your county media.

## This week...

...agriculture advisers have stories on:

- New Look For 1970 Tax Forms May Mean Tax Savings For You
- Circle These Dates For 1970 Tax Returns
- Casualty Losses May Be Deducted From Income Tax Return
- U. Of I. Custom Spray School Set For Jan. 28-29
- Select High-Yielding Oat Varieties In 1970
- Spring Barrow Show Entries Due Feb. 1

...home economics advisers have stories slugged:

- New Book Tells Agriculture's Story In Terms Of Food
- Importance of Wise Food Choices

...youth advisers and 4-H coordinators have a story on:

- 4-H Foundation Awards Funds For 10 County Programs



Youth advisers should...

...have dairy project members put a circle around Feb. 28.  
That's the date for the 22d Annual IPBDCA Calf Sale at the U. of I.  
Stock Pavilion. You will have a news release and column items in early  
February.

Home economics advisers...

...may realize that Town and Country Art Exhibition blue ribbon  
winners from your county may not have been recognized. You will find a  
release and list of names in this week's stories. Use it as you see fit.  
You may want to get a picture for use in promotion of your next county  
show.

This week...

...agriculture advisers will find stories slugged:

- Net Farm Rents And Tenant Earnings Down
- Foxtail Fighters - There's More A Comin'

...home economics adviser stories are:

- Choosing A Dishwasher
- Advantages Of A Dishwasher
- Local Artists Honored At U. Of I. Show

...youth advisers have a story on:

- Rural Youth Winter Rally Jan. 30-Feb. 1 At Urbana



Back in the horse business...

...says Harry Russell. And he wants to round up a good crowd for the U. of I. Horse and Pony Day, April 4. Youth advisers can start by giving 4-H, and other horse oriented youth, the date to circle on their calendar. We'll have releases and promotion suggestion in future packets. In the meantime be thinking about local angles.

Radio copy is back...

...and Ron Scherer, your man in radio, says it will be a regular part of the packet from now on. Ron says he'll even have copy for the women to use. All comments welcome.

Kitchen gardeners...

...have a column item in the agriculture advisers packet. Who should put it in their column? We suggest an agriculture-home economics conference to settle that one. District V advisers have seen it--we lifted it from Wayne Siefert.

Ewes and lambs...

...need attention during this season. Advisers in "sheep areas" will want to use the ewe feeding story right away and follow it with the lambing time story. Check your supply of Ewe Flock Management (Circular 958). You can tack a circular offer on the story if you wish. That's where the stories came from--with apologies to those advisers who already dug out the circular and put together their own story.

Erosion picture story time...

...is here again. All those snow drifts will leave soil deposited in ditches and along roadsides. Go!

This week...

...all advisers have a story on ag communications scholarships and a copy of the application flyer.

...home economics advisers will find stories on:  
--Arranging Furniture  
--Food Stamps For The Elderly

...agriculture advisers have stories on:  
--Illinois Soils Don't Need Gypsum  
--Fertilizer Quacks Quack Louder  
--Ewe Feeding Important During Late Gestation  
--Lambing Time Critical To Sheep Operation  
--Compare Alternatives Before You Buy  
--Plan Spring Tree Planting Now

1/26/70





One more time...

...comes the admonition to localize packet stories. It's your county and your news story when it leaves your office. If you feel qualified to speak on the topic covered, why not put your name in the story. Many stories are sent as fill-ins. Those not sent as fill-ins are left to you. Take out the specialist's name and put yours in the story. You can also add a paragraph at the appropriate place to tie the story more closely to your county program.

This week...

...agriculture advisers have stories slugged:

- UI Slates Clinics For Pesticide Dealers, Applicators
- 4-H Dairy Calf Sale Set For Feb. 28

...home economics advisers will find these stories:

- Cooking For One--A Small Feast
- Selecting Grapefruit

...youth advisers hit the jackpot with:

- Illinois 4-H Foundation Accepts State Fair Food Service Contract
- 4-H Dairy Calf Sale Set For Feb. 28

Please note too...

...that there are two home economics, two agriculture and two youth radio copy sheets this week. Agriculture advisers may wish to give the T-G-E story special attention.

The Spring Lawn and Garden...

...packet is in the mill. If you need to do advance planning with your weekly editors use the week of March 9 as the time you'll have packet material. Those with earlier deadlines can yell for help and we'll see what can be done.

Youth advisers not in agriculture...

...should check with the agriculture adviser for column items on 4-H dairy and pony events. You have them as radio copy only.

2/2/70



This week...

...youth advisers have a story on:

--Illinois 4-Hers Send First \$14,000 For National 4-H Center Expansion

...home economics advisers have stories slugged:

--Give Woolens Gentle Care

--The "Underworld" Of Fashion

...agriculture advisers will find stories on:

--Few New Tax Law Provisions Affect 1969 Returns

--Farm Management Specialist Explains 1970 Feed-Grain Program Provisions

--Consider Crop Costs In Feed-Grain Program

--Feed-Grain Program Worksheets Available

--Illinois Strawberry School Planned

And a comment...

...on this week's radio copy. We put the home fires release in the women's packet and the brown recluse spider in the men's packet. In those counties where men talk about home fire dangers and women talk about spiders you can trade copy.

The feed-grain program copy...

...comes to you in a big chunk. Sort it and use it as it fits your county. Those advisers not sure of timing may wish to check with the County ASCS Office Manager.

Youth advisers...

...should check the note on the \$14,000 story.

The strawberry story...

...comes from Bob Cate. Check your mailing list to see how many growers you have. Direct mail may hit them best. If you don't have growers enough to rate story use consider cutting it for column and radio copy.

2/9/70



## Pork Industry Day...

...is March 10. Note that the cooked whole soybean story is "bait" you can use to lure your county pork producers. Those who attended last year will get a direct mail invitation. Agricultural advisers will receive 50 copies of the DM flyer for county use. Can you organize carloads to attend? Busloads? Rent-A-Train!?

## Localize the barrow show release...

...as you see fit. Pick your county winners off the attached list.

## This is the season...

...to think about some hard-hitting direct mail on crops, pastures, spring tillage, safety, spring house cleaning, sewing for Easter, etc. There's more to direct mail than meeting announcements. Isn't there?

## Handle the equipment clinic story...

...according to your county dealer situation. John Siemens says the clinic is for dealers, not farmers. A copy of the program is with the packet. A column or radio mention may do the job. Or a "special reminder" phone call to your dealers may be best. Note that your 4-H tractor program leaders are welcome.

## This week...

...home economics advisers have stories on:

- Serve Dried Fruit For Needed Iron
- Ground Beef Standards

...agriculture advisers have six stories slugged:

- Pork Industry Day Has Cooked Soybean Report
- Get Equipment Ready For Safe Planting Season
- Barrow Show Among Best Ever Held
- County Equipment Dealers Invited To UI Clinic
- Forest Tree Seedlings Available Until April 17
- Standby Generator Helps Avoid Disaster

...youth advisers have a story on:

- Illinois "Tree Trails" Offer Educational Walk

## No feedback yet...

...on radio copy. Some appears in news columns. Note this week's is written in lower case instead of all caps. Readability is the question. Which way do you prefer it?

2/16/70



### Youth advisers...

...and others with youth responsibility may have already "hit the saddle" with their horse and pony day promotion. If not, you can start with the release in this packet. Check previous packets in case you missed the earlier column and radio items on the horse and pony day.

### In this packet...

...home economics advisers have a story on How To Rid House Plants Of Bugs and another on Indoor Gardening. And the column items follow thru on the indoor theme.

...agriculture advisers get another story in the farm safety series slugged Throw Away Your Troubles, Clean Up For Spring. You also have Evergreens Well Suited To Windbreak Plantings and may wish to check with the youth adviser on Save April 4 for 4-H Horse, Pony Event. Check the note on the top of the release slugged UI Sponsors TV Series On Corn Production.

...youth advisers and youth coordinators have the horse and pony story.

### And don't overlook...

...the radio copy.

### Media relations...

...are often improved for a dime. When did you last buy your newspaper editor or radio or TV news director a cup of coffee?

### The Illinois Farm Equipment Dealer...

...clinic program didn't make last week's packet. Pull the story from that packet, see last week's note in Exclusive For Extension Advisers and you are back in business.

2/23/70





Corn On TV...On TV...On TV...On TV

Sounds like a revolving door, but that's the way it's going. Harrisburg, Paducah and Moline already have joined Champaign and Peoria in airing the series "Corn Production--1970." Unfortunately, there's too little time between the time they decide and the time the series starts for comfortable, effective promotion.

Here's how the schedule shapes up this morning. As soon as further commitments are made, advisers will be notified.

Champaign WCIA-TV, Channel 3. Remaining shows at 12:30 p.m. on Sundays March 15, 22 and April 5.

Peoria WMBD-TV, Channel 31, noon on Sundays March 8, 22, 29 and April 12.

Harrisburg WSIL-TV, Channel 3, 3:30 p.m. on Thursdays March 12, 19, 26 and April 9.

Paducah WPDS-TV, Channel 6, 7 a.m. on Saturday March 7. Tentative schedule calls for the last three shows on March 21 and 28, and on April 11.

Moline WQAD-TV, Channel 8, dates and times not yet determined by the station.

Use the release and column item in last week (Feb. 23) packet when you receive confirmation of time and dates for the series in your area.

Also, give the show a push at meetings, on your radio programs and by mentioning the times and dates in a paragraph in every letter you mail. You might consider mimeoing a reminder enclosure to include in all out-going mail.

And, count on your TV station for promotion help. Gene Stanley is mailing each station some promotion spot announcements as soon as they commit themselves.

This week...

...agriculture advisers have stories slugged:  
--Illinois Farmers Accept Increasing Role Of Debt  
--                     Offers Suggestions For Spring Tillage  
--Check All Angles Before Buying Alfalfa Seed  
--Shade Helps Control Weeds

...home economics advisers have stories on:  
--Only, Oldest, Youngest Children  
--"Manageable" Children

...youth advisers and 4-H coordinators have:  
--Forestry Scholarship Available

-more-



One word is worth...

...about 42,500 trees when the wrong word creeps into a story such as Forest Tree Seedlings Available Until April 17 that was in your February 16 packet. If you used the story you should hide if you see the local forester approaching. If you didn't use it yet, please change "and multiply" in the third line, fifth paragraph, to "multiplied." Actually the sixth paragraph holds a clue to the error but some may figure first and read later.

Your Lawn and Garden packet...

...will include offers of publications. Check your supply.

Use the radio copy...

...on the Vet Med open house Thursday or Friday or not at all. It's included on the chance that many advisers have access to radio those days.

The forestry scholarship story...

...is sent to youth advisers because they are most apt to know students who may be interested. Agriculture advisers may wish to read the story too.

Column items...

...for agriculture advisers include two from Dick Simms, area livestock adviser. Some county advisers have them direct from Dick. We thought they were worth passing on to all advisers.

Feedback says...

...to keep all radio copy in lower case letters.

Flash: And More Corn On TV

Cape Girardeau, Missouri's KFVS-TV, Channel 12, announces they'll also air the corn series. The first show will be at 2:30 p.m. Saturday, March 7. Dates of the following three shows still haven't been determined.

3/2/70



## EXTENSION ADVISERS

### This past weekend...

...in the Champaign-Urbana area at least, many persons launched the 1970 garden season. Spring flowering bulbs broke the soil surface in most gardens. Lawn fertilizer advertising hit households. And the 1970 Spring Lawn and Garden packet was edited anew.

### A copy of the lawn and garden packet...

...should be on the desks of agriculture and home economics advisers this week. We leave it up to advisers to coordinate use of the stories. This year's packet has 47 stories and the only way they will appear in weekly newspapers is through county Extension advisers.

### In addition...

...to the special spring packet you have column items and two stories this week for your small fruit and tree fruit gardeners.

### Spring also brings...

...an increased interest in sewing. So this week we've included some helpful information for the home seamstress on selection and care of scissors.

### This week...

...home economics advisers have stories on:

- Selecting Scissors
- Electric Scissors

...agriculture advisers have these stories:

- Fertilizer--How Early?
- Pruning Raspberries And Grapes
- March-April, Busy Months For Strawberry Growers
- Make Your Farm Shop A Safe Place To Work

### Corn On TV--Still Crisis To Crisis

The corn TV series has taught us one thing. Based on our experience, most TV promotions apparently are planned on a crisis-to-crisis bases.

Witness these new additions to the schedule:

--Rockford, WREX-TV, Channel 13. Dates set for Saturdays March 29, April 4, 11 and 18. Time still not determined by station.

--Jacksonville, WJJY-TV, Channel 14. Shows set for 10:30 a.m. Tuesdays March 24 and 31, April 7 and 14. You might develop the theme: "Take a coffee break and get the latest corn production information..."

-more-



--Cape Girardeau, Missouri's KFVS-TV, Channel 12, sends in these dates and times. The first show will be aired at 2:30 p.m. Saturday, March 7. The second and third shows will be aired April 5 and April 19 at noon.

Still no date or time for the final show.

--Paducah's WPDS-TV, Channel 6, still lists these tentative dates for the last three shows: March 21, 28 and April 11. Still no times, no first-show date, and all dates are tentative.

Champaign, Peoria and Harrisburg are still as reported last week. Terre Haute, Ind., WTHI-TV, Channel 10, indicates an interest. We'll let you know as soon as we find out.

3/9/70





### This week...

...agriculture advisers have stories on:

- 1969 Farm Record Summaries Show Livestock Returns Highest Ever
- Custom Rates Report Gives Guide To Setting Prices
- Electrical Defects Major Farm Fire Hazard

...home economics advisers have:

- Shopping Tips When Counting Pennies And Calories
- Don't "Boil" Eggs--"Simmer" Them

...youth advisers have a fill-in story on:

- \_\_\_\_\_ From County To Attend UI Horse And Pony Day

### Youth advisers

The fill-in release requires some nose counting--both kids and horses. If you don't have an accurate horse "census" figure you can drop the last sentence in the fifth paragraph. There's radio copy on the event too. How's your direct mail effort?

### Another note on the 1970 Lawn and Garden Packet

Advisers don't have to dump the whole load of stories at once on weekly newspapers. Keep the packet handy on your desk and pick stories to release as they become most timely. Make radio and column copy from the stories too.

### The column items in this packet on fruit trees and berries...

...are timed by Dan Meador, fruit crops specialist, for immediate use. More next week.

### Advisers will note...

...a slight increase in number of column items. It results from a paste-up of clippings from your columns that was sent to specialists. We titled it, somewhat tritely, "Getting Information To Farm Families... Thru The Extension Adviser's Weekly News Column." The message to specialists said that advisers will use more items if specialists will write them. Response is good to date.

3/16/70



## EXTENSION ADVISERS

### Pork Industry Day...

...gave us an idea for a photo story to send agriculture advisers. Use the Scanogram story alone, the photo and cutline only, or story, photo and cutline together.

We are sending one photo per county. Counties needing more copies can call or write Walt Rockwood, 330 Mumford.

Then send us your comments on the idea of a photo story in the packet. Clippings from county newspapers that use the story will also be appreciated.

### This week...

...agriculture advisers have stories slugged:

- USDA Removes Mercury Seed Treatment
- Machine Measures Muscle, Fat Cover In Live Animals (with photo and cutline)
- Know What To Do When Tornado Strikes
- Pasturing Woods Doesn't Pay
- Early Rains, Melting Snow May Cause Spring Floods

...home economics advisers have stories on:

- "Poison-Proof" Your Home
- Keep Accidents Out Of Kitchen
- Discard Worn Extension Cords

### Home economics advisers...

...can localize the "Poison-Proof" story by obtaining and including the local Poison Control Center's phone number.

### It's recommended

Keep an eye on every packet story for possible inclusion of your local angle. Add a paragraph or two of local names, facts, statistics or other pertinent information whenever you can.

3/23/70



### Agriculture Is Number One...

...says the Peace Corps as they launch a recruiting drive aimed at persons with agricultural skills and training. Take a look at the material with the Peace Corps news story. There's a letter with the material from John McCormack, Peace Corps area representative. Use the story, put the poster on the wall and file the brochure and directory where you can find them for answering questions.

### Question-and-Answer

The Q & A story on narrow row corn probably will make the most sense if used with the editor's note that follows the slug. If you don't want to use the entire release, consider using one question and answer at a time as material for your column.

### Use the soil thermometer story...

...and what's going to happen? Somebody in your county will want to know how to get one. You can find the answer on page 2 of the 1970 Illinois Agronomy Handbook. But to save looking, here are the addresses:

#### Metal Probe Thermometers (about \$10)

- Weston Instruments, Newark 12, New Jersey 07114
- Taylor Instrument Companies, Consumer Products Division,  
Ashville, North Carolina 28801
- Great Northern Equipment Company, 236 E. Union Street, Springfield,  
Illinois 62702.

### This Week...

...all advisers should have the story and material on:

- Peace Corps Needs Farmers, Others With Ag Background

...agriculture advisers have stories slugged:

- Questions And Answers On Narrow Row Corn
- Soil Thermometers
- Strip Grazing Boosts Pasture Yields
- Many Factors Involved In Setting Pasture Rents
- Keep First Aid Kit Handy

...home economics advisers have stories on:

- Pork High In Food Value
- USDA Updates Popular Publication

### Feed Grain On Pasture...

...among last week's column items was a dairy item. Slip "dairy" in front of "cows" in the first line and avoid confusing beef producers.

3/30/70



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3/30/70





### Summer means 4-H camp...

...for most youth advisers. Each county and camping district handles camp program promotion a bit differently. Look over the release in today's packet. If it fits your situation use it--or try to rework it to fit. Be sure to add plenty of information about your district camp in either case. Watch for more camping copy during the next few weeks.

### Daily newspapers have a different story...

...on the National 4-H Conference and the Illinois soil. Use the packet story for weekly papers but check to avoid possible duplication with any release to daily newspapers.

### This week....

...youth advisers and 4-H coordinators have two stories:

- 4-H Camp Offers Full Summer Program
- National 4-H Conference Delegates To Plant Tree In Illinois Soil

...agriculture advisers have stories on:

- Extension Adviser Offers Pesticide Glossary
- Learn Shade Tree Traits Before You Buy And Plant
- Plant, Prune Trees Arbor Day, April 24

...home economics advisers have these stories:

- Consider Daily Food Guide When Planning Meals
- Stretch Food Dollar With Nonfat Dry Milk

### Horse And Pony Day...

...had 857 registered attendance. Some counties came by chartered bus. By the time kids, wives and those who just didn't find the registration table were counted the crowd easily passed the 1,000 mark. Advisers may wish to mention the size of their county's delegation in columns or local stories.

4/6/70



### Agriculture advisers...

...have six copies of the 1970 Spring Lamb Carcass Show premium list and regulations attached to this week's packet. Check the column items for an accompanying lamb carcass show item.

### Youth advisers hit the jackpot with...

...two stories this week. And one is a challenge. We're offering a special SMV tie clasp (women can put the emblem on a chain) to the best fill-in job on the 4-H safety campaign story. Send your clippings to Walt Rockwood, 330 Mumford Hall.

For youth advisers:

- 4-H Safety Campaign Benefits Entire Community
- Wood Industries Scholarships At UI Forestry Department

### This week agriculture advisers have...

...these two stories:

- Consider Stocking Rate On Rented Pasture
- Sorghum-Sudan Hybrid For Additional Summer Pasture

### And home economics advisers have...

...stories on:

- Neglected Vitamins In Children's Diets
- Storing Cheese

### The sorghum-sudan story needs...

...changing in paragraph three to fit areas outside central Illinois. While you have the story apart why not add a couple of paragraphs of local flavoring. Do you have any dairymen who successfully used these crops last year?

### Planting season feature time...

...is here. Get one of your leading farmers to talk about early planting and spring fertilization. Take a camera along to catch him in action. A good feature is worth a dozen one-page how-to-do-it releases.

4/13/70



## EXTENSION ADVISERS

### Prairie Farmer For May 2

Agriculture advisers say they can use some advance word on what's coming out in Prairie Farmer. Reports are that farmers will often call the Extension Office with a question about a PF story before the adviser even receives his copy. To help remove some of the shock we'll try a listing of the slug lines from PF copy. Here are the slugs for the May 2 issue:

- Photo on 4-H Delegates and Illinois Soil To Washington (RW)
- Double Cropping Small Grains And Soybeans (DD) - Agronomy Column
- An Up-To-Date Look At Feeding Full-Fat Soybeans To Swine (WGR) - Animal Science Column
- (Agricultural Engineering) Digests Give Sound Information On Engineering (WGR) - Farm Plan Of The Month
- Illinois DHIA Inc. Organized March 31 (WGR)

It's not practical to send copies of all PF stories to advisers. The slug lines give you a clue. Initials after each slug are those of the departmental editor who edited or wrote the story--DD - Del Dahl, WGR - Walt Rockwood and RW - Ray Woodis. Call on them if you need more information on a story they wrote.

### This week...

...agriculture advisers have one story:

- Clean Trucks To Avoid Grain Contamination

...youth advisers have one story:

- 4-H Staff On Hand At "Teachable Moment"

...and home economics advisers have two stories:

- Popular Tricot
- Home Fur-Storage Precautions

### Column items are dated...

...as of this week. A tip of the typewriter to Warren Bundy for the hint.

### Look carefully...

...at column items. They become a news story with a bit of county information added. It's as easy as making a column item out of a packet story.

4/20/70



### Sprayer calibration...

...sounds like a good bet for an adviser-written story. Agriculture advisers will find a few paragraphs on calibration and nozzles in the weekly survey bulletin and there's more material in the 1970 spray manual. And there's Circular 837. With this packet is a copy of TeeJet's catalog on agricultural spray nozzles for agriculture advisers. The catalog comes via John Siemens. He says it contains useful information for advisers--and he claims he'll have a catalog from Delavan for later distribution.

### If you have a lot of sheep...

...in your county you may want to use the column item on "Spring Lamb Show June 14" as a news release. Again, look for a local angle.

### Home economics advisers and a local butcher...

...might get together to put local figures and trends into the column item on "Today's Bargain Chicken." An old-timer can give you county trends for poultry meat. Any meat department manager should give you figures on sales of whole vs. chicken parts. Give it a try girls.

### This week...

---agriculture advisers have two stories:

- Prevention: The Word For Soybean Disease Control
- Farm Machinery Noise Can Damage Hearing

...home economics advisers have these:

- How To Stretch The Family Food Dollar
- Care Of Meat And Poultry

### Youth advisers...

...have no stories this week. But we need to know what you have going as "do your own thing" projects. If you're "doing" there may be a story in it for Extension Service Review. Ray Woodis says he'll help you write it. Call, write or otherwise signal Ray, 331 Mumford, 333-1130, right away. Need your story by May 15!

4/27/70





### Do You Do Youth Work?

Many assistant advisers, agriculture, and home economics, do youth work but don't get the packet news stories that aim at the youth audience. Reason for the "don't get" is that the mailing system picks out only bona fide youth advisers and 4-H coordinators. It's hoped that 4-H coordinators pass along the pertinent stuff, but it doesn't always happen. So--advisers who do youth work should read this page to see what is offered for youth and if it isn't in your packet--go shake it out of your 4-H coordinator.

### This week...

...youth advisers have stories on:

- 4-H Project Points Way To Safe Bike-Riding
- Teach Your Youngster Bike-Riding Safety

...home economics advisers have beef stories:

- Buy Beef Now For Summer Cook-Outs
- Tips On Cooking Beef

...agriculture advisers have stories slugged:

- Protect Farm, Home From Lightning
- Agronomist Outlines Alfalfa Management
- Be Careful Filling Spray Tanks
- Bees Have Spring Food Gap
- Sees Less Washington Influence On Rural Development Planning

### May is Illinois Beef Month...

...and we missed the start of the promotion by a bit. There's a page of suggested column items for agriculture advisers and beef emphasis in the entire home economics packet. Most "big beef" counties are probably already off and running.

Home economics advisers will receive a package of beef promotional posters through the cooperation of Don Handy, Illinois Dept. of Agriculture. Share them with the agriculture adviser. Get them up in prominent spots. Organize an office cook-out! Promote Illinois beef during May.

### Youth advisers have a natural...

...three of a kind if they add a story of their own to the two on bicycle safety. Do a story on your local bike safety project. Talk to your editor about special treatment. And don't forget the possibility of a special, bike-safety radio show. Let the kids do it.



### Most counties have swine breeders...

...and Dick Carlisle says advisers can help him by urging their breeders to respond to a survey on swine test stations. Agriculture advisers should already have a copy of what Dick sent breeders. There's a column item in this packet you can use.

### Youth advisers have a camp release...

...as part of the continuing flow for camp promotion. Adapt this one to your county situation. Some counties need to recruit counselors while others need only to tell what counseling is all about.

### This week...

...agriculture advisers have two stories:

- Reduce Nitrogen Rates As You Delay Corn Planting
- Cut Hay Early For Highest Quality

...youth advisers have:

- \_\_\_\_\_ 4-H Camp Seeks Cabin Counselors

...home economics advisers have a story slugged:

- Keeping Financial Records

### Television? Rotary Club?

You decide where you can use them. We have a slide set.

It's a 12-slide, picture-puzzle hog set. Arlin Obst had first use when he went on live television with a live hog. They tranquilized the hog. Maybe they did the same to Arlin! The story--Arlin needed to tell how much ham, loin, Boston butt, etc., comes from a 200 pound hog. Dick Carlisle furnished figures for a 70 percent dressing percentage and the slides told the story as Arlin put the hog together. Want to borrow the slide set? It's with Walt Rockwood, 330 Mumford.

5/11/70



### Wet weather problems

Several stories in this week's packet deal with problems caused by wet weather during the planting season. Not all stories are for immediate release. Hold them until you feel conditions warrant their release in your county.

### A story on spray equipment...

...is a good bet for agriculture advisers. Check the weekly survey bulletin for some sprayer care ideas by John Siemens. And attached to this packet are three more spray catalogs for story and column item ideas. Try a column item a week on spray equipment operation and maintenance throughout the spray season.

### Give sheep one more push...

...is a plea from Gary Ricketts. Use the Spring Lamb Carcass Show column items now if you haven't already done so. Gary says to put the accent on the educational aspect of the 1970 show. Hit the "bring the family" angle too.

### This week...

...agriculture advisers have seven stories:

- What's Weather's Effect On Corn?
- When Should You Replant Corn?
- Graffis Suggests Late-Corn Planting Tips
- Knake Discusses Rain's Effect On Herbicides
- Aldrich Discusses Wet Weather N Losses
- Reduce Planting Rate On Late-Planted Corn
- Sorghum-Sudan Needs Good Management

...home economics advisers have these stories:

- Electric Blanket Care
- Bed Linens As Gifts

5/18/70



### Reading a news release on radio...

...usually sounds as if you are reading a news release on radio! If you do it, take time to read the release several times and change words and phrases to make speaking more natural. Finally, read it aloud one last time to make sure all runs smoothly. Make yourself phonetic notes on the tough words.

And a tip on use of radio copy in your packet. Feel free to take the specialist's name out of the copy and make it read as your advice or information.

### Prairie Farmer Slugs For June 6 Issue

- Pole-Frame Building Remains Economical (WGR)
- Summer Annuals For Summer Forage (DD)
- Clean Spray Rig Prevents "Accidents" (WGR)
- Basis For Determining Carcass Excellence In Competitive Shows (WGR)
- University of Illinois Involvement With Indian Agricultural Universities (GLC)
- Chicago Hog Market Closing Reflects Changing Market Pattern (RW)
- Selection Of State Farmer To Highlight State FFA Convention (MM)

### This week...

...agriculture advisers have stories slugged:

- Tractor Roll Bar Can Reduce Danger In Overturn Accidents
- Adjust Nitrogen Rate To Planting Date
- Rural Water District Can Supply Farm Water

...youth advisers have this story:

- \_\_\_\_\_ County Youths to Attend State 4-H Week At Urbana

...home economics advisers get two stories:

- Preventing Mildew
- Get Rid Of Musty Odors

### "Must be great stuff"...

...said the "sock it to him" note that came in after the 5/18 packet had a column item stating that 5 to 6 pounds (of wheat) equals one bushel of corn. Initials on column items make it easy for such errors to come directly home to roost. There's no defense offered--only the comment that proofreading doesn't catch them all. But we're happy to know that at least one adviser caught the error when he proofed his copy. Make the 5 to 6 read 56 if you haven't used the item.





Yep...

...it's a good idea to localize releases from this packet, but it requires more than telling your secretary, "Add 'says and my name'."

For example, here's what happened when one adviser "localized" a release:

"Cut early" is the word for good alfalfa production. But how early is "early"? "And can you cut 'too early'?" says \_\_\_\_\_.

We point out to adviser \_\_\_\_\_ that he ought to "asks" instead of "says" in the last sentence. And he could have done without the quotes around, "And can you cut 'too early'?"

Gets complicated doesn't it? Keep trying.

Christmas trees in July!

That's what we said too. Counties with Christmas tree growers or prospective growers can work the release into their weekly news effort.

Beef Cattle Day...

...is September 25 at the University of Illinois. E. E. Hatfield's work on protein protectants will be a top topic. Start building interest among your cattlemen with this week's column item.

This week:

...agriculture advisers have these stories:

- Make Hay, Avoid Accidents While The Sun Shines
- UPAU Starts Extension Courses
- Illinois Christmas Tree Growers Meet June 12-13

...home economics advisers have two stories on ovens:

- Choosing A Self-Cleaning Oven
- The Chore Of Oven Cleaning

"And what's this,"...

...advisers may ask as they read the UPAU--Ralph Hay story. It's international and it's Extension. What do your county Extension cooperators know about Extension in other lands? Try the release on your weekly newspaper editors. They may welcome a slight change of pace from the crops and livestock routine.

6/1/70



### This week...

...agriculture advisers have stories slugged:

- Farm Managers, Rural Appraisers Summer Tour Set For June 25-26
- Production Records Are Tools For Top Dairy Management

...home economics advisers have these stories:

- Why Drink Milk?
- How Sweet It Is!

### Prairie Farmer For June 20...

...will have stories slugged:

- Three-Phase vs. Single-Phase Power (WGR), Agricultural Engineering Column
- Moisture-Temperature Relationships (DD), Timely Tips
- Illinois FFA Names Star State Farmer (MM)

### May We Suggest?

Agriculture advisers can localize the ISPFMRA story with names of county persons who will attend the society's summer tour.

### One more time...

...we'll pass the recommendation to look carefully at every story in the packet to see if you can localize it. Take out the specialist's name and put your name in the story, use the name of a county person that fits the story, or add a county statistic or slant to the story. A few minutes spent thinking about how to localize can increase the space your editors will give your news releases. When you work a release into a county story it's no longer what the editor calls "canned."

6/8/70



### Zoning is the topic...

...for a series from J. A. Quinn, community development specialist. Here's what we suggest. Agriculture advisers should talk to editors about using the five-story series. Tell your editors that these stories are specially written for the weekly newspaper reader. Then, look at each story as you release it and do everything you can to localize it--make it fit your county situation. You may want to talk to your county supervisors. Put your name in the stories and make them your series if you can.

The series may be useful even if your county already has zoning. Talk with your editors about content of the entire five-story series but release only one story a week.

Here's what you have:

- Orderly Community Growth Needs Support Of People
- Lack Of Zoning Creates Problems
- Zoning Helps Stabilize Value Of Real Estate
- Thorough Planning Vital To Good County Planning
- Drafting The Zoning Ordinance Follows Completion Of Plans

The series was edited by George Bevard. Macoupin County's Bill McAllister gets credit for smoking out the articles for use to promote cooperation with his weekly newspaper editors.

### Also this week...

...agriculture advisers have these stories:

- \_\_\_\_\_ Discusses Postemergence Treatments For Corn
- \_\_\_\_\_ Lists Herbicides For Soybean Weed Control
- Farm Pond For Summer Fun, Some Water Safety Rules

...home economics advisers have these stories:

- Unused Items Rob You Of Valuable Storage Space
- Well-Planned Storage

6/15/70



### For the office magazine rack...

...agriculture advisers have a copy of the Hoof & Horn Yearbook. Dick Carlisle suggests that the yearbook will make interesting reading for visitors to your office. And we suggest that advisers can find at least a half dozen good column items or news stories within the 48-page magazine. Try it.

### Can't use a three-page story...

...for weekly papers? That's no reason to toss the lamb carcass story aside. Use the lead plus the names of the winners from your area or county. That ought to make you a one-page story.

### Prairie Farmer slugs for July 4

- "More Profit From the Beef Herd" -- Animal Science Notes (WGR)
- "Roadside Marketing" -- Farm Plan of the Month (WGR)
- "Early Corn Diseases" -- Timely Tips (DD)

### And this week...

...youth advisers have two stories:

- \_\_\_\_\_ County 4-H'ers Attend State 4-H Week
- Family Life Expert Tells 4-H'ers Love "Real Part Of Teen Years"

...agriculture advisers have these stories:

- Hot Weather Means Hot Animal Problems
- Barnflies Bother Bossy
- Farm Accidents Hit In Productive Years
- Lamb Carcass Show Attracts 225 Enthusiasts

...home economics advisers have stories slugged:

- Away From Home Care Of Wardrobe
- Simple Aids For Care Of Travel Wear

### Coming July 1

A 1970 Summer Lawn & Garden Packet

6/22/70





# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

## EXTENSION ADVISERS

### This is the week...

...of the move. Advisers looking for Del Dahl, Walt Rockwood, or Ray Woodis will find them in 69 Mumford. New phone numbers too, in case any adviser needs to call his or her field editor. Dahl's on 333-4780, Rockwood answers at 333-4781, and Woodis responds on 333-4782. Field editor Cliff Scherer answers his phone at 333-4784. No change for George Bevard.

### Look carefully at...

...the grain transportation symposium release. How will you use it? Don't toss it aside because there are no dealers, markets or processors in the county. Your grain farmers may not attend the symposium but they will surely have an interest in what goes on there.

### This week...

...home economics advisers have stories slugged:

- Peanut-Butter Standards Set
- Bone Darkening Normal In Poultry

...youth advisers have a story on:

- Seed Lab Tours For Youth Groups

...agriculture advisers have these stories:

- Be Sure Electrical System Can Handle Summer Load
- Grain Transportation Symposium At University Of Illinois, July 29

### Summer Lawn & Garden Packets go...

...to agriculture and home economics advisers this week. Look this new packet over carefully for stories you can localize for your weekly newspaper. Garden editors will receive a packet for daily newspaper use.



The DHI story...

...is another of those that has several applications for the agriculture adviser. The top herds listed may not mean much in your county. But you may have some county herds you'll want to mention in the story. Or how about adapting some of the material to direct mail for dairymen -- the DHI promotion approach? A radio interview with a few of the owners of top herds might also be interesting.

Either the long weekend...

...or the short work week slowed the lawn and garden packet. It should arrive this week.

Home economics advisers have no column items...

...but look carefully at the two stories on rainwear. You'll come up with a lot of local comment that can be added to the leads of the two stories and there you have them! Column items, that is. But watch out. Dumping a whole story into a column is still a "no-no."

This week...

...agriculture advisers have these stories:

- Control Weeds In Stubble; Idle Acres.
- Illinois Non-DHI Herds Behind Time.

...home economics advisers have these stories:

- Launder Or Dry-Clean Rainwear?
- Fashion Comes To Rainwear.

Is there any local story production...

...on the general crop situation? Weeds, denitrification, alternatives, etc? Take the tape recorder out and do some on-the-spot interviews.



July-August's agricultural events calendar...

...has an error. Change the date of the 4-H Conservation Camp to August 3-7. The calendar in last week's adviser packet listed the dates for the camp as August 24-28. There's no change in place of the camp.

This is AAACE week...

...and that means most agricultural communicators are at Cornell University for the annual meeting of the American Association of Agricultural College Editors. A sample of the weekly adviser's packet, along with similar entries from the other states, was submitted earlier for consideration by AAACE judges. Will it be a blue ribbon packet for 1970? We'll report on that later.

Home economics advisers may wonder...

...about the KMG signature on their stories. That's Kay M. Guequierre who's writing home economics adviser's copy. If you call Kay for anything, her name's pronounced YOU-GAIR.

This week...

...agriculture advisers have three stories slugged:

- Surface Drainage A Profitable Practice.
- Flood Damage Prevention.
- Identifying Bacterial Wilt In Alfalfa.

...home economics advisers have these stories:

- Selecting Kitchen Cutlery.
- Tips On Use And Care Of Kitchen Cutlery.

Column items for agriculture advisers...

...have a bit of added variety this week. A few extra items, too. Use what you can and file the rest for future reference.

7/13/70



Youth advisers...

...have a fill-in release on the Illinois 4-H Junior Leaders' Conference. Photos and cutlines were sent to local papers earlier this week. Use this release for follow-up coverage, adding more details about the local young people involved.

This week...

...agriculture advisers have stories slugged:

- Planning Erosion Control Practices
- Installing Plastic Drain Tubing
- Brain Beats Brawn In Farm Accident Race

...home economics advisers have these three stories:

- Selecting Containers
- Drying Plant Materials
- Decorate With Flowers

...and youth advisers have a story slugged:

- \_\_\_\_\_ County 4-H'ers At Junior Leaders' Conference

7/20/70





### Disregard...

...the wheat referendum release that was in News From Agriculture for 7/22. The late word from Duane Erickson is that the referendum is postponed until Oct. 15, or 30 days after Congress adjourns--whichever comes first. There will be no mail referendum July 27-31 as reported in the 7/22 release.

### Youth advisers and others...

...who work with the 4-H program say they have a hard time getting newspapers to print stories on fair winners other than those in the traditional livestock, foods and clothing projects.

One way to overcome the no-print obstacle is to give your newspapers a well-written, local story. We've included a couple of suggestions on how you can build a locally-oriented story that plays up non-traditional projects. Use these stories as advance publicity for State Fair participants--or rework them as follow-up releases after the fair.

### This week...

...agriculture advisers have:

- Rural Intersections Hazardous
- UI Dairy Farm Open House Aug. 28
- Stop Feeding DES Two Days Before Marketing

...youth advisers have the stories mentioned:

- New Exhibits Compete At Illinois State Fair
- \_\_\_\_\_ County 4-H'ers Get Ready For State Fair

...and home economics advisers strike a jackpot with:

- Selecting Cantaloupes
- Selecting Honeydew Melons
- Selecting Watermelons
- Fresh Corn-On-The-Cob



## EXTENSION ADVISERS

### Change radio copy...

...the same as you change news copy. If it's a topic you feel comfortable with, take out the attribution to the specialist and make it your words. Ron Scherer says radio copy is written to allow such changes with a simple stroke of an adviser's pencil. But do it in advance. If you try to ad lib the changes once you're on the air, you may come up with a blooper or two.

### Story, guide and even a film...

...says John Siemens. That's what agriculture advisers get on soybean harvesting losses. A copy of the guide is with this packet. John says more guides are available from his office. And there's also a free-loan film, "Run For The Money," available on the bean loss topic. The film's with U. of I. Audio-Visual Aids.

### This week...

...agriculture advisers have stories on:

- Check Corn Fields For Leaf Blight
- Spray Fence Row Weeds
- \_\_\_\_\_ Lists A Guide For Measuring Soybean Harvest Losses
- Dairy Open House Features Research Reports
- Boost Soil Fertility Before Seeding Alfalfa

...home economics advisers have three stories:

- Proper Storage Of Out-Of-Use Freezers And Refrigerators
- Prevent Pointed-Object Accidents In The Home
- Guard Against Falls

### Check the note...

...to advisers on the alfalfa seeding-fertility story in this packet.

8/3/70

10/17/20

# **Exclusive** *from the Office of Agricultural Communications / 330 Mumford Hall / Urbana*

## **EXTENSION ADVISERS**

### More radio copy...

...coming up. We hope advisers will find more radio copy in the packet from now on. The departmental editors got together and took a quickie "short course" on radio writing and from now on we'll treat potential column items as column items or radio copy.

But you can do the same.

Check this week's It Says Here for some guidelines that radio editor Ron Scherer put together for our short course. With a little effort--and practice--you've had the course and you can turn column items and news releases into radio copy.

### This week...

...agriculture advisers have five stories:

- Cooked Soybeans In Swine Diets
- Destroy The "Grass"
- Wheat Can Be Fed Dairy Cows
- Check Herbicide Effectiveness
- Premiere Pig Picking Time Again

...home economics advisers have these stories:

- Sandwich Month
- Dress Up Everyday Foods With Lemons And Limes
- Summertime Thirst

### And what's wheat for the dairy cow...

...can also be wheat for the hog, hen or beef critter. Check last year's release of 6/24/69 if you wish to adapt the story to more, or other, animal enterprises.



### Corn leaf blight...

...is the story in a major portion of this week's news and radio copy for agriculture advisers. The 3-page news story is based on an August 14 release to the news wire services. Each adviser should use it as he sees fit in his county. We suggest localizing or shortening to fit each county situation. Some advisers may wish to use the story as information only.

The Russell-Fryman release on use of blighted corn for green-chop or silage was used last week in the agronomy report. This may influence your use of the one-page release since your daily newspapers already have the story.

### This week...

...agriculture advisers have these stories:

- Extent of Southern Corn Leaf Blight Damage Still Not Known
- Silage From Blighted Corn
- Silo Gases Can Be Harmful
- Corn Silage For Dairy Cattle

...home economics advisers have two stories:

- Selecting An Iron
- Evaluate Your Home Lighting

### And there's a clue...

...to more stories and column items for home economics advisers in the lighting story. Now is the time, girls...to go hard after those back-to-school angles.

8/17/70





Southern corn leaf blight ...

... appears to take priority in most advisers' media efforts. We suggest the 8/19 information sheet that advisers received from Ed Burns, plant pathology, as a good source of items for column and radio use. More material is on the way. Departments will have reports prepared early this week and we'll be editing and sending more information along to you.

Cow-calf tours are set ...

... for Schuyler, Iroquois and Henry County this year. There's a column item in this packet for the use of advisers within range of those tours. We'll be getting a special packet to the "in range" counties this week.

This is sausage and cheese week ...

... for home economics advisers. Your three pages of radio copy on cheese are put together to run as a series. You get them all at once to allow you to plan the series. We don't recommend hitching them together for one program.

This week ...

... home economics advisers have these stories:

- Summer Sausage.
- Different Sausage Varieties.
- Buying Head Lettuce.

... agriculture advisers have one story:

- Pork Producers Balk At Proposed Test Station Fees.

8/24/70



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana  
EXTENSION ADVISERS

## Corn blight still tops...

...the list for media efforts. All advisers should have Corn Leaf Blight Information Series--Numbers 1 thru 4. The series is intended to give you a source from which you can answer questions, prepare copy for your column, make radio tapes--even do a television show.

## Next week...

...we hope to be back to putting out a normal packet.

## This week...

...home economics advisers have stories slugged:

- The Long And Short Of Campus Fashions.
- Knit Accessories For Fall.
- Sweaters For School.

## "Tell youth advisers..."

...they will receive the National 4-H Week packet next week," says Ray Woodis.

## And agriculture advisers...

...will find summaries for beef, lamb and swine for the 1970 Illinois State Fair Carcass Shows with this packet. Take a look at these for use as local stories. How about names for your column?

8/31/70



Southern corn leaf blight information series...

...are still in the mill. No.5, covering economic and marketing aspects, should be in ag advisers' hands this week. In the meantime there's a chance to turn some of the information in the series into more details via news releases. Harry Russell did it with two stories on feeding this week.

Beef Cattle Day's coming up fast...

...so ag advisers get a news release and a page of column items this week and a promise of more next week. Each county should have a small supply of the Beef Cattle Day direct mail piece that can go to key cattlemen. Cattlemen who attended Beef Day during the past three years will receive an invitation directly from Harry Russell.

We suggest that advisers look at the local situation---the feed-efficiency angle perhaps---and work it into their Beef Cattle Day promotion.

This week...

...home economics advisers have these stories:

--Softness For Fall Fashions.

--A College Wardrobe Guide.

--Planning A College Wardrobe.

--Pleats Are In - Permanently.

...agriculture advisers have three stories:

--Protein Is Main Beef Day Topic.

--Feeding Blighted Corn To Hogs.

--Feed Cattle Blighted Corn Silage.

And all advisers get...

...the radio copy on student guest day. Youth advisers may want to give it special handling.

9/7/70



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

## EXTENSION ADVISERS

### This week's follow-through stories...

...on southern corn leaf blight include one on the spore and dust danger, and one on harvesting ear corn for crib storage.

### Home economics advisers may get questions...

...on the hazard of breathing dust around harvesting operations. We suggest reading the stories in the ag adviser's packet for familiarization. The current scare caused by corn leaf blight and related stories makes this harvest season a good time to bear down on the family health angle. Use column and radio to give your women the story--and to tone down the scare talk.

### Agronomy Day provided...

...a series of column items for ag advisers. They have a page of items pulled from the 9/10 Agronomy Day here. Advisers can check their copy of the "Share A Day" booklet for ideas on additional items.

### This week...

...youth advisers and 4-H coordinators have a story on:

--Illinois 4-H Foundation Fund Drive Begins During National 4-H Week

...home economics advisers have stories slugged:

--Education-Oriented Accessories.

--Convert Dining Room To Study, Display Room.

--Avoid Mistakes By Knowing Fluorescent "Whites".

--Decorator Effects With Incandescent Light.

--Measuring For Making Draperies.

...agriculture advisers have these stories:

--Handling Blight Damaged Ear Corn.

--Respirators Always Recommended For Dusty Crop Harvest Work.

--Be Conscious And Cautious Says The SMV Emblem.

--Illinois Ag, Community Leaders Plan South Pacific Goodwill Tour.





## Agriculture and home economics advisers can get together...

...and coordinate use of the annual conference story. It's a story that needs one-time use. Those who find two pages too long can edit out the program details and make it a one page story.

## Home economics advisers will find...

...another reason to get together with ag advisers in the story on the blight fungus. There's more information in the story for home advisers who are following through on the family health angle.

## Hit the local angle...

...on the farm and home safety stories. Change the lead on packet stories to include a local element. Or rewrite the stories completely using county examples or statistics.

## This week...

...agriculture advisers have stories slugged:

- Blight Fungus Is Not Hazardous To Humans.
- Dry Crops Bring Danger Of Harvest Fires.
- Accident Rate Adds To Harvest Worries.
- Seed Treatment Pays Dividends.
- Cooperative Extension Conference Scheduled Oct. 12-16.

...home economics advisers have these stories:

- Two Centuries Of No Change For Jellies And Jams.
- Wide Variety Of Winter Squashes.
- Selecting Winter Squashes.
- Compute Price Before Buying Beef.
- Cooperative Extension Conference Scheduled Oct. 12-16.



## Beef and swine material...

...in this packet gives agriculture advisers a basis for stories, column items and direct mail. The Beef Cattle Day booklet offers a good opportunity for a series of direct mail pieces to your cattlemen. And why not do a news release and a few column items from the same booklet?

The 1971 Swine Seminar Schedule was copped from Art Muehling. It's not too early for a "save the date" column item and some early planning on your seminar's publicity.

## PRAIRIE FARMER for October 3...

...will carry three regular columns from U. of I. specialists.  
They are:

- Beef Finishing Rations in Animal Science Notes by Weichenthal (wgr).
- Crops And Frost in Timely Tips On Crops And Soils by Graffis (dd).
- A-Frame is "Anywhere" Vacation Home in Farm Plan Of The Month (wgr).

The betting is that advisers will have questions from farmers on the dry cooking of corn that's mentioned in Burt's column.

## Home economics advisers get more...

...copy these days. But no feed back yet. What about it--too much, too little or just right?

## This week...

...home economics advisers have stories slugged:

- Encourage Physical Fitness.
- Bridge "The Gap" With Honest Discussion.
- School Years Are Friendship Years.

...agriculture advisers have one story:

- Safe Storage Of Pesticides.



### "Plant Illinois Week"...

...offers advisers an opportunity to bang out the message to homeowners and others on home beautification and environment. Agriculture advisers have a page of column items on the topic. Make one of the column items into a news release by adding a local touch. Home economics advisers may wish to look at the agriculture adviser's copy and adapt some of it to a woman's angle.

### The human health hazard of southern corn leaf blight...

...represents the source of dozens of questions in most counties. The copy of the October 1 AP and UPI release in this week's packet may help both agriculture advisers and home economists answer the questions. Use it for columns, radio or weekly papers. Newspapers that have an AP or UPI wire have the story from that source.

### This week...

...agriculture advisers have three stories:

--Delinquent Tax Notice May Be A Mistake.

--Prepare Strawberry Bed For Winter.

--How Did Your Garden Grow?

...home economics advisers have these stories:

--Home Fire Drills.

--Storm-Window Precautions.

--Safety Treatment For Halloween Costumes.

...and all advisers have the story slugged:

--UI Health Specialist Finds Blight Not Hazardous To Human Health.



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana  
EXTENSION ADVISERS

## This is the week...

...when one wonders who'll be opening and using this packet at the county office. Some advisers may have noticed that we threw in a few extra column items last week for use by advisers who write their conference week column in advance.

## And next week...

...there's a packet change coming. WATCH FOR IT.

## There's a story for home economics advisers...

...to have fun with this week. The 15th Annual Town and Country State Amateur Art Exhibition opens October 25 at Lincoln Square, Urbana. Localize the packet story to promote the show and publicize your local artist. Discuss the show with your local editor(s). Ask if he'll use a picture of the artist and his work.

## The beef cow abortion story...

...went only to DROVER'S JOURNAL and PRAIRIE FARMER on October 8. Agriculture advisers can use it, or parts of it, for news copy, column or radio as needed.

## This week...

...agriculture advisers have stories slugged:

- Pregnant Cows Can Pick Up Moldy Corn During Grazing Without Abortion Danger.
- Grain Sorghum.
- Check Home Heating System Before Starting For Winter.

...home economics advisers have these stories:

- Outside Too Cool In Fall For Houseplants.
- Grow Seasonings Indoors For Winter Cooking.
- Selecting Houseplants.
- Local Artist Exhibits Work At U. of I. State Show.
- Check Home Heating System Before Starting For Winter.

## The home heating system story...

...is in both agriculture and home economics advisers' packets. Check with your co-worker on who's to use the story--and how.

WGR:mb  
10/12/70





# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

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## EXTENSION ADVISERS

Here's the change...

...that was mentioned in last week's Exclusive. No more news releases, no more column items and no more radio copy. Instead-- we give you two categories of copy and the freedom to do what many advisers have always done. That's to adapt every story and every column item to all of your media outlets.

Take one of the longer stories for instance.

You can use it as it's written for release to your county newspapers or you can adapt it for immediate use on radio. Why not do both? Then get a bit more mileage from the same item by using a few paragraphs in your weekly column.

Or take the brief items.

These will fill out both your column and your radio program. Or you may feel one of them fits your county situation well enough that you'll want to add and localize for use as a news or radio release.

So here's what this week offers...

slugged: ...home economists who hit the jackpot with five big topics

--Favorite Illinois Apples Abundant Now.

--Use Pumpkins For Eating Enjoyment.

--Cereal Sense.

--Pears A Favorite Winter Fruit.

--Pear Ripeness.

...for agriculture advisers:

--Feeding Calves On Corn Silage.

--Winter Locations For Honey Bees.

And if you're still reading this page...

...and have questions, comment or criticism you can address them to Walt Rockwood, Communications Specialist, 69 Mumford Hall.

WGR:sm  
10/19/70



Look at what we did...

...to the Sohn, Siemen and Hogsett stories in this packet.

The intent is to remove the attribution. The brackets show you one way to do it. This "new look" packet will come to you with less attributions and less fill-ins. If you want yourself or a specialist in your story, you can make the necessary additions.

Or, if you want them "as before"...

...let us know. No complaints are in so far on the new look for the packet. Two advisers--one home economics and one agriculture--have said they like it.

This week...

...agriculture advisers have stories slugged:

- Gun Safety And Accidents Begin At Home.
- Order Small Fruit Plants Early.
- Fall Care Of Honey Bees.

...home economics advisers

- Sneakers For Children.
- Baby Shoes.
- Foot Care For Children
- Clothes To Grow With Children.
- Older Folks Need Easy Wear And Care Clothing.
- Altering For Growth.

10/26/70



### What kind of copy for Youth Advisers?

More copy for the Youth Advisers! That's some of the recent feedback we have. But what kind of copy? That's the question from the 4-H editor. Check the next two paragraphs.

### Youth Advisers and Youth Coordinators...

...have your "Big Story" this month in your county Achievement Night program and your county winners for the past 4-H year. Here's your chance to create interest in the 4-H program. And don't stop with just a list of winners. Build a bigger story about 4-H and the variety of up-to-date projects and activities that 4-H has to offer. Include how 4-H is helping local youth learn new skills, and teaching them to work together to improve the community and become better citizens.

If you have a National 4-H Congress delegate in your county this year, you should think in terms of a personality feature--with photos--to tell the story not only of the 4-H'er to be honored but of how 4-H has helped the delegate. The best 4-H story is a local one. The packet for National 4-H Week and the releases sent out by the National Service Committee can serve as story ideas and background information.

### Home Economics Advisers can prevent panic...

...in many kitchens this month with this week's special holiday meat packet. Infrequency of cooking is the basic reason for the "frantic questions" about turkey during the holiday season. A 1964 USDA consumer study found that 76% of homemakers used turkey each year but that three-fourths of the users served turkey less than four times a year.

### In this week's packet...

...home economics advisers will find turkey stories on:

- Thawing The Turkey.
- Roasting The Turkey.
- Win The Battle This Thanksgiving.
- Thanksgiving Turkey--And After.

...agriculture advisers will find stories on:

- UI Suggests Weevil Control For Southern Illinois Alfalfa.
- New-Cattle Starting Tips.
- Fall Fertilization.
- Avoil Hunting Accidents - Follow Safety Tips.



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

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## EXTENSION ADVISERS

No more brackets in the copy.

You do it. If packet copy needs editing so that your name appears as the omnipotent pronouncer in print, please be our guest. It all hinges on how comfortable you feel with the topic, and how you use the copy.

As a news release each story needs a byline or a means of crediting the information to Extension. For example, take a look at the 10/26/70 story slugged "Gun Safety And Accidents Begin At Home." The brackets took Ordie out of the story and left us with no reference to adviser, specialist or University of Illinois Cooperative Extension Service.

What to do? You must add, "says John Doe, \_\_\_\_\_ County Extension Adviser," or "advises the \_\_\_\_\_ County Extension Office," or put Ordie back in the story.

But what about column or radio use of the same story? Then it's you talking, you that's the source, and you that must stand behind the information. You really don't need Ordie in the story unless you happen to be a complete stranger to guns and hunting--and your audience knows that.

Anyhow, no more brackets.

### AGRICULTURE ADVISERS MUST OBSERVE RELEASE DATES...

...on the two PRAIRIE FARMER releases in this week's packet. Both were prepared by W. O. Scott to provide answers to several current questions on 1971 corn seed supplies.

"Hybrid Seed Corn Labels In 1971" explains the new labels that will appear on 1971 seed corn and explains why labels are needed. Tms cytoplasm, blends and restorers are also explained. You can use this story NOW.

But don't use "F<sub>2</sub> Seed Corn" until November 21. This one will be in PRAIRIE FARMER'S Nov. 21 issue and will help farmers answer the question, "Should I save my own seed?" And it will help farmers make a decision if they are offered F<sub>2</sub> seed by dealers.

Please respect the November 21 release date. We suggest filing these releases with your corn leaf blight information series.

### This week...

...agriculture advisers have stories slugged:

- Year-End Strategy Saves Tax Dollars.
- No Excuse For Wet Spots.
- PT Bull Sale Dec. 9 Offers 54 Top Bulls
- Hybrid Seed Corn Labels In 1971.
- F<sub>2</sub> Seed Corn.





...home economics advisers have stories on:

- Shhhhhh--It's The Common Cold.
- Prevent Holiday Cooking Accidents.
- Make Traveling Fun With Safety Game.
- Mind Your Driving Manners.

And agriculture advisers shouldn't yell...

...about the length of the income tax story. It will split nicely for your use as a column or radio copy, but as a news release it needs to be the "whole ball of yarn."

WR:mb  
11/9/70



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana  
OR EXTENSION ADVISERS

This week's packet is early...

...due to Thanksgiving. Have a happy one.

Agriculture advisers get short copy...

...with only a page and a half of subject matter briefs. The brief on income taxes ties well to the income tax story that you had in last week's packet.

But home economics advisers get...

...a yard and a half of stories. You have:

- Casual, Comfortable Suits For Men
- Pretty But Economical Holiday Clothes
- New Dimensions For Men's Suits
- Bright Shirts Color-Coordinate Men's Wear
- Woolen Clothing Care

In the works...

...is a look ahead story on southern corn leaf blight. Agriculture advisers should have it by the end of next week.

This is the week...

...to give the bounty of agriculture a review in your column.

And get ready...

...for a Christmas tree story or two.

WGR:kk  
11/23/70



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

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## EXTENSION ADVISERS

### Another "fat" week...

...for home economics advisers. This week's packet continues the holiday message. Sweets, spices and nuts--take your pick. There are five stories that we've slugged:

- Yuletide Sweets
- Pinch Of Spice Makes Everything Nice
- Check Spice Supply
- Storing Nuts
- Removing Holiday Stains

### And there's a two-way subject matter brief...

...in the agriculture adviser's packet. It came from Elbert Jaycox, Extension beekeeping specialist, and we put it on the ag adviser's side but home economics advisers may want to use all or part of the item. Hold an agriculture-home economics conference! You can also call a local beekeeper and expand the column idea into a local item.

### There's much mileage...

...in the story that agriculture adviser's have this week. Here's a high-interest item that you can play several ways between now and Dec. 15. The story is slugged:

- Revenue Article High-Interest Item In Proposed Illinois Constitution

### What about winter meetings?

Don't overlook short fillers for weekly newspapers, short radio spots for local radio and even television spots if your station will work them in.

WGR:kk  
11/30/70



### The Southern Corn Leaf Blight Puzzle...

...a 1971 management guide to minimize risks, should be in county offices this week. The report is that they were sent at a rate of four copies per county.

How to use the guide is the question. Best answer is, "Any way you can!" News feature stories on blight, column items, radio, direct mail and even television are obvious uses. There are some good visuals that can be pulled right off the guide's pages and used at meetings -- or on television. If you decide to use direct mail we suggest that you sit down and plan a series of mailings. Set a schedule and stick with it.

And there's an answer to use when your farmers ask for a copy of the complete guide. It will be run almost word for word as a special section in the January 2 issue of PRAIRIE FARMER. Suggest that your clients watch for that issue, and that they save it so they can get at it easily for future reference.

Here are corrections that you should make in your guide:

- page 16. Add "+" between the middle and right block in the illustration and change "3.0 acres" to "3.33 acres" in the middle block.
- page 39, paragraph 7. Change "\$2.48½" to "\$2.84½."

### This week...

...agriculture advisers have these stories:

- Kirtley Advises Feeders Against Holding Cattle
- Fresh Tree, Lots Of Water Best Flameproofing Treatment
- Outdoor Lighting

...home economics advisers have stories slugged:

- Keep Christmas Merry And Safe
- Snowmobiling Safety
- Winter Readiness

### And we point to...

...the interchangeability of stories in this packet. Home economics advisers may wish to use the tree story and agriculture advisers may wish to use part of the winter driving story. Youth advisers--in snow country--may have a good use for the snowmobile story.

What do we suggest? Go over this week's packet during your office conference and figure out how to get the most mileage from every story.

We even recommend that home economics advisers read the "leaf blight puzzle."

12/7/70

100  
100  
100



# Exclusive

from the Office of Agricultural Communications / 330 Mumford Hall / Urbana

## EXTENSION ADVISERS

### Look before you toss...

...the three-page story on U. of I. lambs, judging teams and 4-H judging teams in the "round file." There are several uses for that story to consider before such a filing.

The first page will stand alone as a story for your sheep producers if you edit the lead a bit. Or make the livestock judging stand alone if there's a local boy on the team. Youth advisers may prefer to use only the 4-H names.

No matter what you do, you must admit you have plenty of names to chose from. Youth advisers should ask their agriculture adviser for at least page 3 of the story.

### This week...

...agriculture advisers have four stories:

- U. of I. Students And Animals, 4-H Teams Place High In Judging Events
- New Tax Guide Available At Extension Office
- Farm Records Help Tax Return Accuracy
- Protect Stone Fruit Trees From Winter Injury

...home economics advisers have these stories:

- Unordered Items Are Considered Gifts
- Beware Of Home Improvement Swindles
- Fraudulent Furnace Sales
- Checkbook Safety
- Ordering Merchandise By Mail

WGR:kk  
12/14/70



## The Prairie Farmer Spread...

...is set to appear in the January 2 issue. We'll be getting reprint copies in advance of that date, and we'll shuttle some on to you.

Prairie Farmer reaches more than 175,000 Illinois farmers and agribusinessmen--that's about 95 percent of all Illinois farmers and agribusinessmen. Consequently, you won't need many copies for handouts.

But we do need to direct attention to the 8-page section. Use your regular news service--column, news releases and radio--to remind your cooperators to check pages 31-38.

Believe it or not, all of the "Puzzle" packet fit in the 8 pages except for the article on rumors. We'll get that to you one way or another.

## File the crabapple...

...release for future reference advises George Bevard, the horticulture editor. But don't file before you use the release. Now's the time the information is needed, say the horticulture specialists.

And we suggest dropping the scientific names if you use the information on radio or in your personal column.

## The bull story...

...went to breed magazines and PRAIRIE FARMER as well as in this packet. A listing of consignors, buyers and sale prices is attached to the story. Use names of buyers in your area. Between story and listing there's a gem or two for promotion of your beef performance testing program.

## This week...

...home economics advisers have six stories:

- Men Enjoy Wearing Knits Too
- Care Of Suede
- Sewing With Vinyl
- Caring For The Wet-Look
- Pretreat Greasy Stains
- The "Sort" Of Thing To Do Before Laundering

...and agriculture advisers have four stories:

- Charolais Tops Third Illinois BPT Bull Sale
- Claar Describes Leaf Blight Section In Prairie Farmer
- Income On Livestock Farms Improved During The Sixties
- Horticulture Specialist Lists Crabapple Varieties



### Happy New Year...

...and congratulations.

During 1970, you did another excellent job fulfilling your role as "editors" in the county "newsbeat" you cover.

We know you did a good job. Throughout the year we've read releases, listened to radio tapes and read your columns.

But more important, we've received your calls saying, "We need a release on..." Or, "Get us some information on..."

That really tells us that you tailor your communication program to the problems you see in your county.

And that's what communications is all about.

Never quit letting us know what you need.

Again, happy new year, and congratulations on a job well done.

### Bob Kelly...

...Division of Wildlife Services, U. S. Department of the Interior, will be providing us with information he thinks you can use. Most of his material will deal with bird and animal control programs.

He understands that when you use the information, it will look like Extension. That means we'll write it without any authority. You'll have to put your own name in--especially if you use the material as a news release.

### A Last Reminder...

...encourage your cooperators to take a look at the 8-page spread in Prairie Farmer. And tell 'em to tear it out and save it.



Here's What's In This Packet...

...for agriculture advisers:

- Dairy Farm Earnings Becoming Stabilized
- Control Birds Around Farm Building During Cold, Mid-Winter Months
- Grain Sorghums--Good Bet For Silage
- Illinois Christmas Tree Growers Schedule Annual Winter Meeting
- Value Of Grains As Replacement For Corn
- Grow Cattle Before The Finishing Stage

...and for home economics advisers:

- Winter Adventure
- Parties For Preschoolers
- Importance Of Play





# It Says Here ...



## TV Swine Seminar Tapes Available

Television tapes for a series of four half-hour swine shows are available to any adviser or groups of advisers who have their own TV show.

The swine seminar staff and the Office of Agricultural Communications produced the tapes. Object was to test television as an educational medium, using the lecture-discussion approach with an identified and motivated audience. We were also looking for more effective ways to use Extension workers' time.

The shows are in black and white. They follow the familiar illustrated talk format of the swine seminar, without the usual question-answer period.

Participants and subjects include Al Leman, Extension veterinarian, baby pig diseases; Dick Carlisle, Extension swine specialist, feeding and housing hogs; Brice Kirtley, livestock marketing specialist, effective marketing of hogs; and Don Jedeke, farm structures specialist, on building ventilation.

The four shows had their trial run on WILL-TV, Dec. 29-Jan. 2. They are Illinois produced, the content is agricultural and they were developed for a specific audience.

If you're interested, contact Ed Vernon, Office of Agricultural Communications, 330 Mumford Hall, for details.

## Communicating (Selling) By Phone

The other day we noticed some suggestions on selling by telephone, printed in SHELL's Pest Control Operator but originating with the telephone company.

Those suggestions also make pretty

good guidelines for dealing with our Cooperative Extension "customers." Whether we've called the customer or he has called us--or whether it's the first or the hundredth time we've talked with him--following the suggestions should make for better communication. Matter of fact, we should follow them in face-to-face communication also...like this:

Think like the customer. His problem and needs are important...and you'll understand and retain them better if you keep his point of view in mind.

Ask questions if you don't understand something or feel you've missed a point.

Don't interrupt. A pause...even a long pause...doesn't always mean he has finished saying everything he wants to.

Concentrate. Focus your mind on what he's saying.

Take notes. This will help you remember important points. But be selective.

Listen for ideas, not just words. You want to get the whole picture...not just isolated bits and pieces.

React to ideas, not the person. Don't allow irritation at things he may say...or at his manner...to distract you.

Don't jump to conclusions. Avoid making unwarranted assumptions about what the customer is going to say...or mentally trying to complete his sentences for him.

How you "come across" to people depends not only on how you project yourself as a professional and an expert, but also on how good a listener you are.

1/5/70



# It Says Here ...

## Here's What Creativity Is All About

Creativity comes from open, active, curious, challenged fertile minds. It requires a full mental bank of information and experience to exist and perpetuate itself--a reservoir of resource material that never runs dry, one constantly fed new ideas and impressions.

You keep the reservoir full by watching, looking, listening, by being inquisitive. You go to an art gallery or a zoo, to a good play or movie, listen to the lines, watch the scenery, the photography, the conflicts that develop.

You drive out of your parochial environment into something different--maybe the countryside, maybe the inner city, just someplace you haven't been to before or for awhile.

Enroll in a class on architecture, cybernetics, psychology, or ancient history. Participate in a discussion group, dig into new hobbies.

You listen attentively to someone else's ideas without worrying about opportunities to get in your two cents worth.

You have a conversation with your wife--or husband--on something besides money, the kids, sex.

You look at graphics in magazines like McCall's, Architectural Forum, Institutions, Harper's Bazaar, Fortune, Sunset.

You read good writing that inspires you--poetry, good novels, the New York Times, Fortune again, New Yorker, Harper's, Atlantic Monthly magazines. You re-read the Gettysburg Address, the Dec-

laration of Independence. Really read the words this time. Listen to them. Feel the power of communication. (Excerpted from a talk made at the 1968 AAACE meeting by Richard J. Cech.)

## Edit And Rewrite For Better Copy

You can improve a news story, a column or an annual report by going over it a time or two with a pencil before having final copy typed. Chances are it will be even better if you also ask someone else to read what you have written. It is difficult to spot your own errors and omissions immediately after you have written something. You know what you intended to say, so you tend to fill in the gaps, mentally. Lay the writing aside for a few days if there's time, then re-read it.

## On Choosing Words

"Never fear to use little words.

Big words name little things.

Big things have little names such as life, death, peace, dawn, day, night, hope, home.

"Use little words in a big way.

It is hard to do but they say what you mean.

"When you don't know what you mean, use big words.

They sometimes fool little people."

(Major General Bruce F. Kendall, Industrial College of the Armed Forces.)

## Keep Smiling

Now that we've found out it takes 72 muscles to frown and only 14 to smile, being grouchy just seems like too much work.

1/12/70



# It Says Here ...

## Speaking And Reading Ability Important

Cleaning out files sometimes turns up some interesting observations. We found the one below in the Dec., 1966, issue of The News Letter, published by Ohio State University:

"According to James Reston, associate editor of the New York Times, 'Education must be doing something right.' Speaking to educators...of the Middle States Association of Colleges and Secondary Schools...Reston added that public speaking in Washington is still 'a national disgrace' and the writing often not understandable. 'If we could get young minds to see that speaking and writing accurately is a practical necessity of life, whether a child is going to be a doctor or a salesman, we might gradually get over the notion that grammar is a bore and writing an agony.'"

## On Changing One's Point Of View

Ohio State's newsletter (cited above) also quoted this response by the late Raymond Clapper, a widely respected news correspondent, to a critic who accused him of switching his point of view:

"Yes, I have switched. I try to learn from events. Events are not consistent; therefore, why should I be consistent? Some people, once they adopt an idea, bury it in the ground and go on the rest of their lives defending it, without ever re-examining it to see whether time and the elements have caused it to decay into a worthless handful of dust. In that way you can always be consistent--and often wrong."

## More On Use Of Names

The how-to-handle-those-names item brought a response from Warren Myers,

Macon county. He points out, correctly, that people like to look for names in their local paper. But we're glad to note he also suggests breaking up the list of names into localized stories--with names of winners going to the paper that serves the area in which they live.

Mention some of the names from time to time on your radio program, perhaps in connection with a feature story. Or pull out some of the names and use them during the year when you are promoting a special program, he adds.

## Use Active Verbs

While passive verbs have a place in our language, most writers use them more often than necessary. A verb is active when it shows that the subject acts. A verb is passive when the subject is acted upon. Example:

"The chairman called for a motion to adjourn" is stronger than "A motion to adjourn was called for by the chairman."

## Hook Your Listener Early

Unless you get your listener's attention in the first 20 or 30 seconds of your radio program, you'll probably lose him. He may turn off the radio, or he may simply quit listening. Either way, you've lost him.

Hook him early with an attention-getting opener. A fact that intrigues or startles him a bit may do the job. A question that makes him want to stick around for the answer is also good bait.

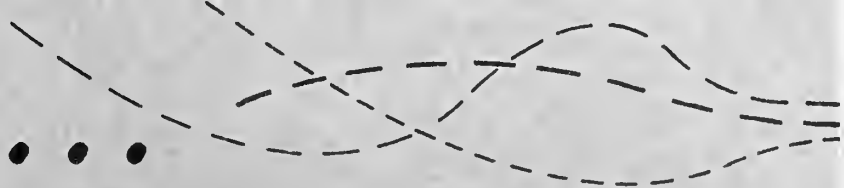
## Thought For The Day

We have not really communicated until someone has listened to our message and taken the action hoped for. 1/19/70





# It Says Here ...



## What Are Words?

In "Words That Work," a booklet published a few years ago by Time, a fellow called Aristophanes was credited with describing words as:

"Excitement for the mind, elation for the spirit."

"Pegs to hang ideas on," was Henry Ward Beecher's definition of words, the Time booklet said.

For Time, the booklet added, "words are to work with. To tell a story, to report the news...to etch scenes, reflect ideas and ideals, capture the character of people, places and events."

Neither you nor we are writing for Time, and perhaps our subject matter tends to limit the degree to which we can dramatize people and events. But let's not assume that the opportunity to write words that "sing" is never with us. On the contrary, the opportunity is always there if we are sufficiently imaginative to recognize it.

## New Extension Exhibit Available

We now have a new loan exhibit on the Cooperative Extension Service. It's No. 40, and it replaces loan exhibit No. 17 which is no longer available.

Focal point of the new loan exhibit No. 40 is five lighted transparencies. They are used to show that Extension educational programs are for everyone--for producers of agricultural commodities, for agriculture beyond the farm, for young people and homemakers.

A short statement about the Cooperative Extension Service goes along with the transparencies.

The new exhibit is a self-contained, free-standing unit, about 7 feet long, 3 1/2 feet wide and 1 foot deep when closed. It weighs about 175 pounds and will fit easily into most station wagons. We can also ship it if you want to "foot the bill." However, we don't recommend shipping--no matter how well we build these exhibits, most shippers can break them.

When opened, the new exhibit measures approximately 7 feet tall, 8 feet wide and 3 feet deep. It requires one 120-volt electrical outlet and will pull about 200 watts. A small table for hand-outs or sign-ups is included with the display.

To borrow this or any other loan exhibit, send your request to:

Display Section  
Office of Agricultural Communications  
62 Mumford Hall  
Univ. of Ill. at Urbana-Champaign  
Urbana, Illinois, 61801

Or you can call Vernon Brazle or Jim Griffith at 333-0905, area code 217.

## Noted In Passing...

A full-page pictures-and-cutlines salute to Edwards county 4-H members in Albion Journal-Register, sponsored by local business firms. Thanks to Martha Wiyatt for sending along the clipping. Martha says they always make sure they thank the sponsors in writing for making such coverage possible.

## Include The Why

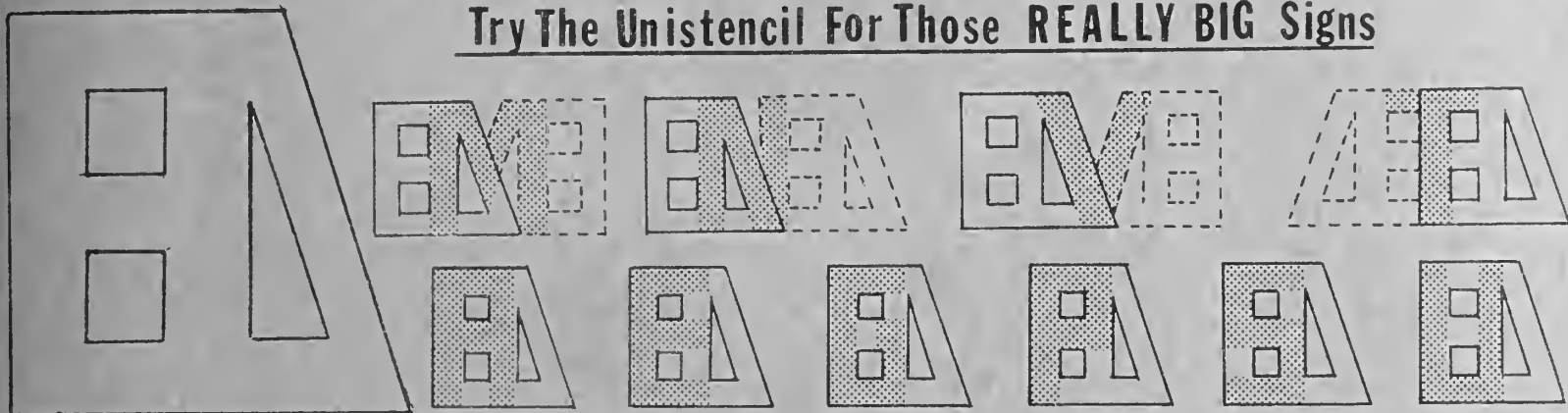
You can increase your chances of getting a meeting announcement story in the newspaper if the news release tells WHY the meeting is being held. 1/26/70





# It Says Here ...

## Try The Unistencil For Those REALLY BIG Signs



Joe Williams, visual aids specialist at the University of Kentucky, calls our attention to the unistencil--says it is particularly useful in lettering large signs, banners and billboards.

Here we have illustrated the two-inch size, plus examples of lettering you can do with it. On the following page we show the two, five and seven-inch sizes that Joe says are most likely to be useful to you.

First step in using the unistencil is to draw a base line, so you can keep the stencil on a straight line. Joe also notes that you can modify the stencil by cutting off or rounding the right corners.

We suggest that you make one or two stencils from cardboard to practice and experiment with. Once you get the hang of it, you may want to make one of each size from tempered hardboard. If you find you need an even larger unistencil, put one of the illustrations on the next page on an overhead projector.

### Something To Ponder

"Nothing is more certain to stifle our enthusiasm for an idea, a program--our very job itself--than to have our superiors turn a deaf ear to what we have to say--AND YET--just because we can be so acutely aware of this weakness in others is no assurance that we are not equally guilty of the same thing in

our dealings with the people we ourselves supervise. (From "The Gentle Art of Listening," by Arthur O. England.)

### Contest Upgrades 4-H Reporting

Want to upgrade 4-H news reporting in your county? Stearns county, Minnesota, did it by enlisting the aid of the St. Cloud Times in training the reporters and sponsoring a reporter-of-the year contest.

At the 4-H officer training sessions, each reporter gets a fact sheet on the responsibilities, and printed suggestions from the Times on how to do the job--along with rules for the contest. At the end of the 4-H year, the reporter judged to have done the best job gets a trophy.

We're told the training by newspaper people has given more status to the office of reporter, and has produced better 4-H stories for the newspapers.

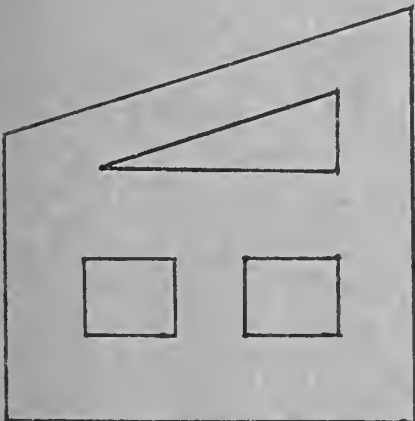
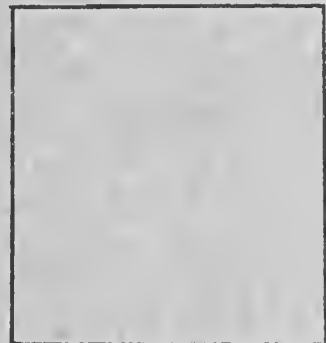
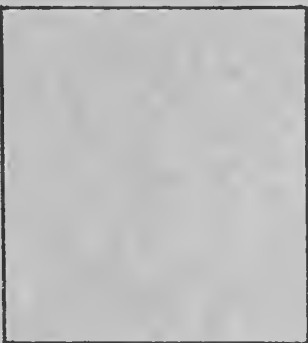
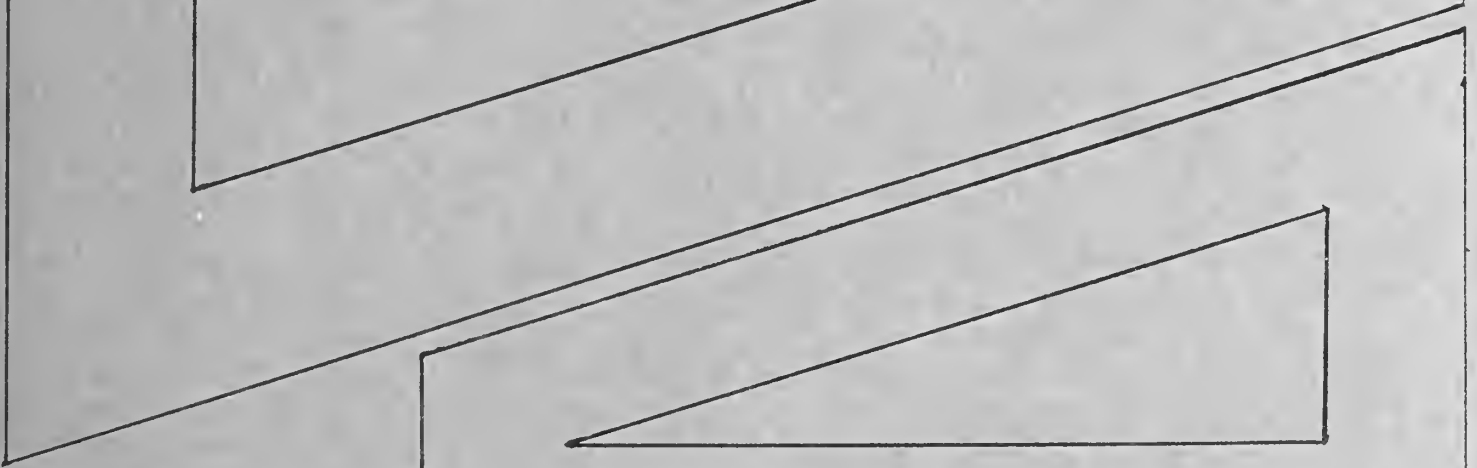
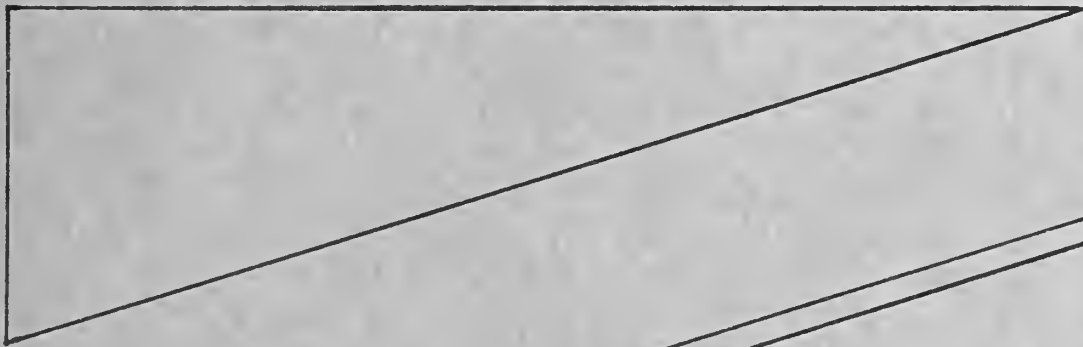
### Thoughts On Editing

James J. Kilpatrick in an article entitled "Four Bananas Aren't Three Bananas and One Elongated Yellow Fruit," says this about editing: "Edit your copy; then edit again; then edit it once more. This is the hand-rubbing process. No rough sandpapering can replace it."

\*\*\*\*\*

He who has many friends is friendly.  
2/2/70







# It Says Here ...



## Idaho Manual Questionnaire Reminder

Special note to the 200 advisers, in 56 counties, to whom we sent questionnaires on use of the "Idaho manual": We thank those who already have responded, and urge the rest of you to return the questionnaire soon.

## Advance Promotion Pays Off

Putting together a good solid program and doing an excellent job of advance promotion paid off recently for the Champaign County Extension Council and Adviser Earl Bantz and staff.

Council involvement in planning the Jan. 26-27 "Program for Profit" meeting at the Illini Union was heavy, right from the start. That involvement also continued throughout the meeting, with various council members serving as session chairmen.

The two-day program dealt with corn and soybean production and marketing, family living costs, financing farm enterprises--and quite a few other topics of general interest.

Earl needed a hurry-up job on printing the program. Walt Rockwood of our office helped him get together some clip art for the cover and suggested that Earl take the job to a commercial printer specializing in quick service.

In addition to mailing out the simple but still attractive programs, arrangements were made for a press conference to which both Champaign-Urbana dailies sent representatives. Mel James, council member with a public relations background, opened up the press conference. Then Council Chairman Jack Clifford and Bantz fielded questions on what the up-

coming program was all about. James also helped map strategy for promotion among other media in the area.

All that advance promotion paid off in excellent pre-meeting coverage in the media, a very well-attended meeting, and equally good follow-up press coverage of the event.

Commercial sponsors underwrote cost of coffee breaks and were on hand to respond to inquiries about their products and services..

## 1970 Information Awards Program

Now's the time to get an early start on the 1970 Public Information Awards Program. Amchem Products, Inc. is again cooperating with the NACAA in sponsoring the competition.

Categories remain the same, and include (1) radio solo program, (2) single news photo, (3) series of colored slides, (4) direct mail piece, (5) news column, and (6) feature news story.

Awards to be made in each class include \$25 state prize, \$50 for the regional winner and \$125, \$75 and \$50 for the top three national winners. A \$50 best-of-show award for each state also will be continued.

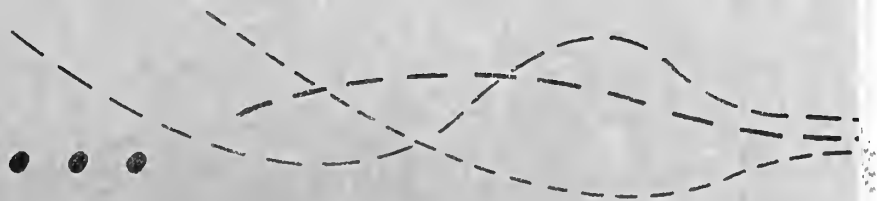
Heading the Illinois Advisers' Information Committee this year is Stan Eden, Ogle county, who says the goal this time around is at least one entry from each county in the state.

It's later than you think...deadline for 1970 entries is April 15, Eden says. Just think of all that money just waiting to be won!

2/9/70



# It Says Here



## Deverman Scores With Press Section

A tip of the "how-to-go-about-it" hat to Gary Deverman, assistant adviser in Winnebago county. Our press section people are still smiling over Gary's use of five items from our Jan. 19 packet in his Jan. 29 column for the Durand Gazette. But the real reason for all those smiles is the way Gary edited and added to the items to make them fit the Winnebago county scene.

## Don't Lick Flashcube Terminals

Don't wet flashcube terminals with saliva to ensure electrical contact. It will corrode your camera contacts. Instead, rub flashcube contacts briskly across dry, rough cloth, says Eastman Kodak's Jack Debs.

## Educating Civic Club Members

Next time you speak at a civic club meeting, try giving its members a short quiz on value of farm products produced in your county. Get them to estimate total value of farm products produced, value of specific products--corn, soybeans, dairy products, beef, swine, for example. They may be surprised at how great the economic impact of agriculture is--and you may be surprised that they didn't come closer to the answers.

## Where To Send Information?

".....Production-oriented information should be channeled to only those who can use it. If the information office uses the whole gamut of mass media outlets to announce development of, say, a new variety of high-yielding sugarcane, the story is going to fall on a lot of deaf ears and at the same time may generate attitudes harmful to the image of agriculture. Straight announcements of this kind should go only to farm magazines, trade publications, and only

those newspapers that have a farm page."

The above is from an article in AAACE (magazine of the American Association of Agricultural College Editors), by Ward Konkle, editor of Agricultural Science Review. We note it here, not because we agree, but to invite your thoughts and comments. Think of your own county information program, and relate it to the stand Konkle takes. Is he right? Or only partly right? We'll be glad to use your reactions in these columns. So let us hear from you.

## Correct The Boss's Letter?

Q. In writing letters which the boss has either dictated or has written out in longhand, does the secretary ever--ever!--polish up the grammar or change something that is obviously wrong? Several of us secretaries have had quite hot arguments over this problem--RB

A. Yes, she does, and she's remiss in her duties if she doesn't. The secretary is trained to make letters reflect favorably on her boss as well as the company. Now if the boss is cranky, or ignorant, and misspellings and badly phrased letters are part of his personality, you'd better leave them as they are to reflect his personality. Otherwise, make the old coot look good. His mind is elsewhere. (From Albuquerque Journal, via New Mexico State University's Informingly Yours.)

## Note On NACAA Information Contest

TEAA Information Committee says the rule for the Illinois portion of the Amchem-NACAA Public Information Awards Program is only one entry per person per class. So do a little judging of your own and submit your best effort for each of the classes you intend to enter. Entry deadline is April 15. Fame and fortune beckon, so go, go, go!! 2/16/70





# It Says Here ...

## From The County Reports

We cite two examples of writing that could have been tightened up.

We read: "The medium of television has not been used for publicity and educational information."

Tighter version: "We have not used television for publicity and educational information."

We read: "It is expected that the coming year will bring further expansion of radio."

Tighter version: "We expect to make greater use of radio next year."

## Here's Help On NACAA Awards Program

Are you putting together some entries for the NACAA-Amchem Information Awards Program? Deadline is April 15.

It might pay you to review some sections of the Communications Handbook before you submit your entries.

If you're entering a radio solo program--and still have it to do--take a look at Units 1, 2, 4 and 6 under the radio section of the handbook.

Unit 3 in the photography section is entitled "Planning Effective Color Slide Stories." Sounds made to order if you are entering that category of the contest. Check out other units in the photography section, too. They may help you come up with a winner in the single news photo category. Units 4, 6, 13 and 14 may be especially helpful but we suggest you browse all of them.

For tips on direct mail (category 4 in the NACAA awards program), there are six units in the handbook. At this

stage of the game, you may find Unit 2 most useful. But you can read all six in half an hour or less.

Check the press section of the handbook for writing tips. Unit 8 deals with column writing, Unit 1 with how to find the news story. And several other units will include tips you can use in writing for the feature news story category. So check them all out.

Let's make that goal of at least one entry from each county. Just send your entries to Stan Eden (Ogle county), Pines Road, Oregon, Ill. 61601.

## Macon County Has Speakers Bureau

Macon County Extension Council's "Rural" Committee has established a Speakers Bureau. The Committee also has printed and distributed a particularly well-done brochure describing the service. Included are pictures and brief biographical sketches on 10 speakers who are "agriculture and business" leaders.

The brochure also lists six suggested topics, each followed by just enough copy to make you want to hear more.

Sample topic from the brochure: "How You Gonna Keep 'Em Down On Main Street?" Copy following that title goes like this: "A stinging reminder that the downtown businessmen, as well as farmers, go broke every day. How do you compare the farmer with the merchant on Main street? How do we keep both of them in business? Or can we? Is bigness in farming and industry the answer?"

We've checked and Warren Myers says he has plenty of copies. So if you'd like to see a copy of the brochure, request it from him at 1150 Pershing Road, Decatur 62526. It's a good one!!

2/23/70



# It Says Here ...

## Return Of The Fugitive

Head Honcho Hadley Read returns this week to the OAC Corral, having completed a six-months sabbatical out there in the Tucson Territory.

The Ol' Trail Boss comes riding out of the Southwest almost ready to slap his brand on a much revised version of "Getting Information to Farm Families."

Matter of fact, the way he describes the critter to us it sounds like he has dropped his loop around a pretty lively one. Now it's up to those of us who stayed here on the home range to help him round up a name for it.

## Communications Tips

We're indebted to Vermont's Thomas J. McCormick for these communications tips:

For help in writing on bad days, this quote from Pearl Buck: "The human brain is the laziest part of one's being. Writers should never stop to criticize their work until it is all done because criticizing is less difficult than creating, and they are likely to just keep criticizing."

For help in getting started: The closure principle, also known as the tension of the incompleted task. All of which just means that an unfinished job gnaws at us. So if we stop at an easy point in our writing, we can start quickly the next morning. If, on the other hand, we write ourselves dry, we have the tension without the remedy.

For quick retrieval of overhead acetates: File the original in a three-ring notebook, using plastic sleeves to protect them. Number the acetates and the copies. Select acetates for a talk by simply browsing through the loose-leaf. (This also simplifies remaking

damaged acetates.)

## Golden Nuggets Finale

Al Golden released his final Golden Nuggets column for DeKalb county on Feb. 26. In it he reminisces a bit about how that heading was chosen (everyone he asked for advice suggested it). He also tells his readers that he has tried to use the column to "educate and inform."

After a tip of the hat to the chairman of the DeKalb County Agricultural Council for winning a Master Farmer Award from Prairie Farmer, Al devotes the rest of his column to the educate-and-inform objective. The final column is a well-reasoned appraisal of what agriculture will be like in the future, and what steps farmers will need to take to keep abreast of the times. He then concludes with these well-chosen words:

"I've had fun here and hope I have helped you learn to live as well as to earn a living. I have a lot of faith in you and your future. The success of you and your family in the future may in some small way reflect the work of Extension in the past. Knowing you has been a rich experience. Let's keep in touch."

## Time Marches On

That April 15 deadline on the NACAA-Amchem Information Awards Program looms larger and larger. Send your entries to Stan Eden, Pines Road, Oregon, Illinois, Zip 61061. Time's a 'wastin'!!

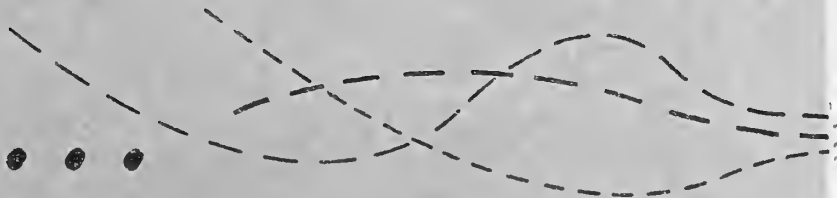
## This 'n' That

Thanks to Assistant Adviser David Smith, DeKalb county, for sending along the Feb. 13 issue of RFD Journal. We agree with Dave that this bi-weekly does very well by Extension.

3/2/70



# It Says Here



## Your Questions Answered

Q. Does the Office of Agricultural Communications maintain a picture file on specialists and other members of the central Extension staff?

A. Yes, although we occasionally find we're missing a person. We also sometimes discover a specialist now carries a few more battle scars than he had when his picture was taken. But we are reasonably well up to date on the specialists whose pictures are most frequently requested. If you need pictures to help publicize an event, let us know and we'll do our best to assist you. Let us know your needs well ahead of the event. Then if we don't have the picture you want, we may have time to talk the person into getting one taken.

Q. Can we also get biographical data sheets on the specialists?

A. Each county has--or should have--a copy of "For Better Introductions." This was revised in 1968, so is pretty much up to date. If the person for whom you want biographical data isn't included in that publication, let us know and we'll try to round up the required information. "For Better Introductions" should help you introduce your guests; it is also useful in preparing advance releases to promote a meeting or event.

For specific suggestions on making introductions, review Unit 10 in the General Communications section of the Communications Handbook. Each county has a copy of that handbook--somewhere.

## We Extend An Invitation

We'd be delighted to get questions or comments from any of our readers. What are your communications problems out in

the counties? Ask us about them; maybe we'll have an answer. No problems? Great! Tell us how you managed that so we can pass the word along to your colleagues. Or maybe you'd like to tell us how you handled a specific communication problem. Tell us, and we'll relay the message.

Don't be bashful about it--just remember, he who never toot own horn may fiddle away chance to lead band.

## Pike County Media Aid DDT Round-Up

Pike County Adviser Harry Wright used both newspapers and radio to good advantage recently in a "let's-get-rid-of-the-DDT" campaign. He noted that use of the compound is illegal in Illinois and emphasized the importance of disposing of it properly. He listed collection points around the county where homeowners could leave any DDT compounds for proper disposition.

We talked with Harry a couple of weeks after he had publicized the collection program. Some 350 pounds had been turned in by then at Pittsfield alone--other collection points hadn't been checked at that time. Containers turned in ranged from 4-ounce cans to a 50-pound sack.

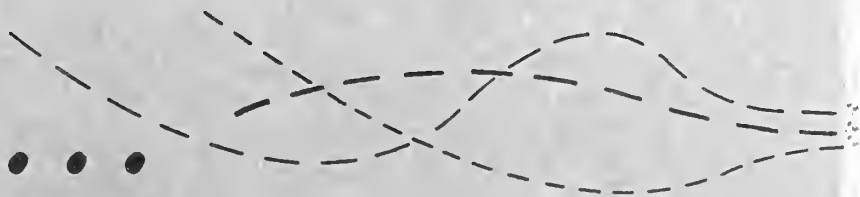
All of which shows that people do pay attention to what they read or hear, particularly when the topic's a hot one.

## NACAA-Amchem Awards Program Reminder

What? You still haven't submitted an entry? And April 15 only five weeks away? Stan Eden up there in Ogle County (Pines Road, Oregon 61061) is the man to send your entries to. Make your bid for fame and fortune now. Stan's waiting to hear from you. 3/9/70



# It Says Here ...



## One Month To Go

Advisers eligible to enter the NACAA-Amchem Information Awards Program have only one more month to submit entries. Stan Eden, Pines Road, Oregon 97131 will be glad to receive your contributions. Get your entries to him by April 15.

## Interpreting The Literature

Scientific literature is easier to understand once you learn a few basic phrases. Some of those phrases, followed by their meanings, appear below.

IT HAS LONG BEEN KNOWN. (I have not bothered to look up original reference.)

OF GREAT THEORETICAL AND PRACTICAL IMPORTANCE. (It was interesting to us.)

THREE OF THE SAMPLES WERE CHOSEN FOR DETAILED STUDY. (Results of the other samples don't make any sense.)

TYPICAL RESULTS ARE SHOWN. (The carefully selected best results are shown.)

IT IS BELIEVED THAT. (Here's what I think it means.)

IT IS GENERALLY BELIEVED THAT. (A couple of other guys think so too.)

IT MIGHT BE ARGUED THAT. (I have such a good answer for this objection that I shall now raise it.)

IT IS CLEAR THAT MUCH ADDITIONAL WORK WILL BE REQUIRED BEFORE A COMPLETE UNDERSTANDING IS OBTAINED. (I don't understand it.)

THIS IS CORRECT WITHIN AN ORDER OF MAGNITUDE OF.... (It's wrong.)

THIS IS SOMETHING FOR WHICH A SATIS-

FACTORY EXPLANATION IS LACKING. (The explanation doesn't agree with my conclusions.)

THANKS ARE DUE TO MR. DOE FOR ASSISTANCE AND TO DR. ROE FOR VALUABLE DISCUSSION. (Mr. Doe did the work and Dr. Roe explained to us what it meant.)

## Uses Direct Mail To List Herbicides

For his Will County corn and bean growers, Adviser Andy Wicklein has summarized 1970 herbicide suggestions on one side of a 5 by 8-inch card. It's a self-mailer, printed on fairly heavy stock, and sent out unfolded.

Andy uses a 4-column format to list (1) preferred materials, (2) form (spray or granules), (3) other available materials and (4) form.

For corn the card lists materials for preplant, preemergence at planting, early postemergence, and directed postemergence. For soybeans the card covers materials used preplant, preemergence at planting, and postemergence.

Andy even finds room to tell his farmers the card was prepared in consultation with Weed Specialist Ellery Knake and that the latest U. of I. Agronomy Handbook has more detailed information.

## Mini-Lesson On Writing

Consider this sentence from one of the county reports: "A bulletin is edited and mailed at the end of each month from the Home Economics Adviser's office to all cooperators."

The sentence is passive, long, involved and impersonal. You can activate and personalize it like this: "The Home Economics Adviser sends a monthly bulletin to all cooperators." 3/16/70





# It Says Here ...

## Countdown Continues....

....on the IACAA-AACHEM Information Awards Program, with April 15 deadline only three weeks away. Send your entry or entries to Stan Eden, Ogile County, Pines Road, Oregon 97041.

## Your Questions Answered

Q. Is it appropriate to use names of one's family in an Extension column?

A. Rarely, if at all. Names do make for a more interesting column. But no matter how well people like you and your family, most of your readers would rather read about their friends and neighbors. (For other suggestions on writing personal columns, see Unit No. 8 in the Press section of your county's copy of the Communications Handbook.)

## So Let's Just Note It!

Among phrases we think ought to be outlawed is "It is interesting to note that...." All too frequently that phrase introduces a bit of information that may be interesting but more often is not.

Telling our readers that what we are about to say will be interesting isn't likely to guarantee that it will be. So if we want to "note" something, let's just note it and let the reader decide whether it interests him.

## Other Thoughts on Writing

How about unnecessary use of the word "actual"? For example:

"The plots enable farmers to observe actual field conditions." Or "We will discuss actual carcass measurements."

What other kinds of field conditions or carcass measurements are there?

Read both examples cited, mentally deleting the word "actual." and you have

not lost a thing except a word you don't need.

\*\*\*\*\*

And the "there are" sentences, such as: "There are four other radio stations serving the area that normally announce the various county programs, events or activities." Delete the three underlined words and you have the same meaning, said more directly and in fewer words.

\*\*\*\*\*

Another usage noted recently is "Cooperation with the radio station can be described as excellent." Okay. So let's just describe it that way. Like this:

"Cooperation with the radio station is excellent."

\*\*\*\*\*

Also noted recently: "The practice of sending a weekly series of releases to local news outlets continued..."

Eliminate the underlined words and you have a shorter, better sentence:

"Sending a weekly series of releases to local news outlets continued..."

But you can do even better by saying: "We continued to send weekly releases to local news outlets." It's short, to the point, and more personal.

## Noted In Passing

AAACE Newsletter says it's no wonder it is hard to keep a cool head...scientists have figured that to duplicate the human brain would require building a machine as big as a football field and 10 stories high...and to keep this mechanical noggin from overheating would require as much water as flows over Niagara Falls.



# It Says Here ...

## For Procrastinators Only

You have little more than two weeks to enter the NACAA-Amchem Information Awards Contest. Send your entries to Stan Eden, Pines Road, Oregon 97136 by April 15.

## Swine Seminar Promotion

Ron Dedert, Adams County, did a good job of promoting the Feb. 4 Swine Seminar for Adams, Pike, Brown and Schuyler Counties--with able assistance from Harry Wright, Robert Hayward and John Slaton.

As specialized livestock adviser for that area, Ron took the lead in developing two mimeographed flyers to promote the event. The flyers were inserted in FS billings in the four counties--one mailing in December and another one in January.

Dedert also sent a direct mail piece to his Adams County swine grower list; put out advance news releases to the newspapers; managed a 30-second public service spot announcement on one TV station and a 60-second spot on another. He also did a live TV show on one of the stations one noon (it was videotaped and played back later on a newscast). He didn't forget radio, either--tapes promoting the seminar were aired by two stations.

Using all the media to promote the seminar paid off. Total attendance ran about 425.

## Write First With Clarity

Be clear. This is the first and greatest commandment. In a large sense, nothing else matters. For clarity embraces all things: the clear thought to begin with; the right words for conveying that thought; the orderly

arrangement of the words. It is a fine thing, now and then, to be colorful, to be vivid, to be bold. First be clear. (James J. Kilpatrick in "Four Bananas Aren't Three Bananas And One Elongated Yellow Fruit.")

## On "Which" And "That"

Minnesota's "Reaching People With Information" makes these points about the use of which and that as relative pronouns:

"That is used to introduce a clause that is restrictive--in other words, one that restricts or defines the meaning of a word. Without that clause the meaning would be changed. A clause introduced by that should never be set off by commas. For example: This is the house that the Smiths built. The clause 'that the Smiths built' identifies the house.

"However, if the clause is non-restrictive--that is, if it can be omitted without altering the meaning, introduce it with which rather than that and set it off by commas. Example: This house, which is now 20 years old, is the one the Smiths built. The which clause gives additional information but does not identify the house. It can be dropped from the sentence without changing its meaning.

"Which is used in speaking of animals or things or of a group of people as a unit. But if we think of individual members of the group, use a plural verb and the pronoun who. Example: '...the family next door who stay up till all hours of the night' but 'She is a member of the Smith family, which traces its ancestry back to the Mayflower.'

"The relative pronoun that can refer to animals, persons or things."

3/30/70



# It Says Here ...

## Field Editors Listed

By now all the new workers (those attending the recent New Workers Conference, anyway) know who their field editors are. For all you old-timers who have long since forgotten, here's the line-up:

District 1: Cliff Scherer, Room 69 Mumford Hall, phone 333-4781.

District 2: Ray Woodis, Room 331 Mumford Hall, phone 333-1130.

District 3: Del Dahl, Room 331 Mumford Hall, phone 333-1130.

District 4: George Bevard, Room 330 Mumford Hall, phone 333-1130.

District 5: Walt Rockwood, Room 331 Mumford Hall, phone 333-1130.

District 6: H. A. (Bob) Cate, Dixon Springs Agricultural Center, Simpson, Illinois. Phone 949-2101, area code 618.

## TV Workshop Pays Off

Ralph Romig, White County Extension Adviser, applied methods learned at the TV workshop to his programs at WFIE-TV, Evansville, Ind. His new-found know-how "turned on" the station personnel, according to Bill Courter, Extension Horticulturist at Dixon Springs. Romig, with Courter as his guest, taped a series of five-minute programs the day following the TV workshop at Marion.

At the beginning, Ralph both amazed and gratified the WFIE engineer when he furnished him a routine sheet. The engineer was amazed because performers seldom furnish a routine sheet--the tool that lets him follow the action with no surprises. So he knew from the routine sheet exactly how to instruct his camera

crews to give Ralph's shows the best coverage.

Courter said both he and Ralph felt relaxed and secure, knowing they had prepared well and had professional looking visuals. Courter also noted Ralph was "easy to work with on the show and performed the role of host with the ease and grace of an 'old pro'."--(Bob Cate, Dixon Springs Center.)

## Let's Stamp Out Stamps

We need to keep our Extension publications looking as attractive as possible to attract readers. Including an attractive cover, for example. And the artists' work, and use of color, etc. makes printing costs higher. But the end result can be pretty nice and really catch the potential reader's eye. And he may just pick up the bulletin and start reading when he sees it on the Extension Service bulletin rack--we hope.

But sometimes, smeared smack in the middle of a nice, attractive bit of art work we see...

...JOHN P. RUBBERSTAMPIT  
EXTENSION ADVISER, AGRICULTURE  
1776 SOUTH MAIN DRAG  
CITYVILLE PHONE 234/5678

Which louses up good art work and makes the publication look messy.

With a \$2 rubber stamp and a bottle of black ink...which is used with vigor.

## FINAL REMINDER ON NACAA CONTEST

You fellows have just one more week to get your NACAA-Amchem contest entries sent to Stan Eden. Last we knew Stan was hoping for a flood of entries during the last couple of weeks of the contest.

3/6/70



# It Says Here ...

## Quick Service On Printing

A couple of months ago we mentioned a quick printing job Earl Bantz got on the program for Champaign County's corn and soybean production and marketing days.

With a little clip art, some free-hand lettering and typewritten copy, he came up with a pretty fair job--through a printer specializing in quick service.

In this week's packet we're sending a copy of that program to ag advisers only. For a quick job, we think it came out very well. We suggest you pass it around for the rest of the staff to see before you file or discard it.

## Jedele Advises On Introductions

Don Jedele of agricultural engineering suggests that Extension specialists don't need or want a lavish introduction. But neither do they want the "Everybody knows Harry and here he is" introduction. Almost invariably someone in the audience doesn't know Harry and they're entitled to know the speaker's last name, too!

The specialist's viewpoint, Don noted at New Worker Conference, is that the best introduction includes "just the facts," without too much embellishment.

## Quotes From New Worker Conference

One of the discussion groups at the New Worker Conference came up with this observation: "Teaching is not telling; hearing is not learning."

And here's another one to think about, from a talk given by Dr. M. J. Sporakowski, Assistant Professor of Family Relationships, Department of Home Economics: "We cannot not communicate." Which means, he explained, that even if we remain silent in a given situation

we still are communicating something to someone by our silence--and their interpretation of what our silence means may or may not be valid.

In speaking of in-service education opportunities for Extension staff, Prof. E. W. Anderson, Extension education leader, suggested: "Accumulate your own professional library and read it." Many books, he said, are not really worthwhile until you have gone through them two or three times.

## What Roles Do You Play?

"What roles do you think you should play as Extension staff members?" was a question posed to those attending the recent New Worker Conference at Urbana.

Would you believe communicator was one of the major roles identified? And we didn't even prompt anyone!

Other roles identified were educator....learner....manager-administrator....dreamer....explorer...coordinator...promoter....organizer...catalyst...resource adviser...leadership developer...amateur psychologist...organizer....record keeper...public relations man (or woman).

And finally, they also identified this very important role: A representative of the University of Illinois.

## Communicating With Your Colleagues

One concern surfacing several times during New Worker Conference dealt with establishing and maintaining communication within the county office. We would suggest that in any office the most meaningful communication is likely when all staff members are willing to listen as well as talk to each other. And the explanation that includes the why as well as the how and when helps a lot.

4/13/70





# It Says Here ...

## About That Brochure...

...from Champaign County. We told you it would be in last week's packet, but managed to send it out a week ahead of that. How is that for service? The goof was ours--we meant for brochure and comments to arrive in the same packet.

## More From New Worker Conference

We still have a few goodies left from the New Worker Conference.

One of the discussion groups came up with this about their role in developing leadership:

L ocal  
E ducators who  
A ssist in  
D eveloping with  
E nthusiasm  
R esources which  
S timulate and  
H elp to  
I nstigate and  
P romote programs

\*\*\*\*\*

And while we're on the subject of leadership, consider this: Some people are leaders by virtue of the position they hold; the real power may lie with someone else. Also, the person who calls the shots in one area or activity may have little or no influence in another.

It thus becomes important to sort out the power structure so you are reasonably sure you are talking to the right people about the right programs or plans of action. This sorting out is rarely easy, but it can be worth considerable time and effort.

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Question: How can we make an identified negative leader into a positive force?

Answer: Keep working on him. Get him to accept some responsibility. Put him in charge. Few critics continue to knock a good program once they accept a part in making it succeed.

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Our best public relations program, one group at the New Worker Conference concluded, is a good Extension program. If we have that kind of program, our public relations also are likely to be good.

This group also observed that public relations should be a continuing, positive program, rather than a defensive one that we crank up when something goes wrong. And finally, they said public relations is the responsibility of all staff members.

## Rebuttal On Rubber Stamps

One reaction to the recent item on rubber stamping publications: "Don't we need an Extension identification on them?"

To which we respond thusly: Maybe, although they already are identified as Extension publications, or should be, when they are printed. If you think the situation in your county warrants use of the rubber stamp, have at it--but surely it doesn't have to be smack in the middle of a beautiful cover illustration.

And we're prepared to defend that position with stamp and ink pad at 30 paces any day in the week.

4/20/70



# It Says Here ...

## Let's Be Sure We Talk To Each Other

Those little notes we jotted down during New Worker Conference keep cropping up. The one we uncovered this week went like this: "We have a dream: Better interstaff communication."

That's one of the comments one of the groups came up with. Another was "Happiness is group interaction."

Guess those enthusiastic "rookies" turned us on, because here we go again on a topic touched upon briefly in an earlier issue of It Says Here.

The "we-have-a-dream..." comment relates specifically to the question of maintaining communication when you don't have regular staff meetings.

We've never believed that come what may there should be a formal staff meeting every Monday morning. There should be something to talk about, and that something should be of interest to the entire staff. So the answer may be a monthly meeting with a well-planned agenda, supplemented by a series of informal chats between times.

A great deal of interstaff communication can take place if we let our colleagues know what we're doing and what we hope to accomplish; and if in turn we also show genuine interest in their activities and objectives. We may even find we can coordinate some of our efforts and come up with a more successful team effort.

An occasional, well-planned staff meeting certainly should help to achieve interstaff communication. But it is also important that we keep talking and listening to each other between those meetings. At coffee break, for example.

## Ten Tips On Column Writing

(From "Making Personal Columns Work For You," Ext. Service, USDA, PA 484, 1962.)

1. Write the way you talk. Inject your personality into your writing. Be yourself.

2. Try to uncover a "lead" or opening that will catch the interest of your readers.

3. Use a variety of material--not just one subject.

4. Write about people. Keep heavy subject matter to a minimum. When using subject matter, try to tell the story through the experiences of local people.

5. Write simply. Avoid technical or difficult words, long sentences, long paragraphs.

6. Don't weight down your column with too much detail. Try to stimulate interest in--not exhaust--a subject.

7. Jot down ideas, names, figures, impressions, etc., in a note pad while visiting with people. This provides the very best column material.

8. Be timely. Keep up with the effect of weather conditions, seasons, etc., pointing out the significance of these conditions locally.

9. Keep in mind the people you're talking to, and give them information that will benefit them in a way they can understand.

10. Always get your column to the editor on schedule. Remember he's holding space for it.

4/27/70



# It Says Here ...

## Now That's Good Localizing!

Remember the news release we sent out recently on the horse and pony clinic at Urbana? Assistant Adviser Gordon Wakey, Rock Island County, sent us a copy of the Mississippi Valley Farmer (only Sunday paper in the Quint Cities, says Gordon) with the story on the front page.

But that's only half the story. Also on the front page was a nice feature story, complete with picture, about the increased interest Rock Island County 4-H members have shown in horse and pony projects.

Says Wakey: "We supplied the newspaper reporter with information on our county's 4-H project and lined up the people for the picture."

The feature tied in very nicely with the release from our office. A tip of the hat to Rock Island County staff for some good, creative thinking.

## Special Note For Home Ec Advisers

You should find in this week's packet one copy of a breakfast fact sheet that we've sent to 141 radio stations, most of them in Illinois. We've also sent to those same stations a series of nine spot announcements, in both recorded and script form. Five of them run a minute each, one goes 20 seconds and the other three are 10 seconds long.

All deal with the importance of eating breakfast. Also sent: A return card which we hope the stations will fill out and send back to us, so we'll have a better idea on usage of the spots.

So why are we telling you all this? Three reasons: (1) Some of you gals at New Worker Conference asked that we keep you advised on plans for this series.

(2) Now that you know the spots have been sent, you may wish to check with your radio stations to encourage use of the announcements. (3) If you encourage use of the announcements, perhaps you can also encourage the station personnel to send us those return cards.

Finally, we hope the fact sheet may give you some ammunition for your own radio programs or for your columns.

## Coplan Surveys Mercer County Council

Frank Graham, assistant state leader, District 3, tells us Mercer County Adviser J. E. Coplan asked his council members to answer a few questions at a recent meeting.

Leadoff question was "How can more people be made aware of Extension? The response on that one was news media."

Eleven of the 16 attending the meeting said "yes" when asked if a monthly newsletter would be worthwhile; one dissenter said "no," and four didn't respond.

Fourteen said they read Extension columns in the Times Record; one brave soul admitted he did not, and one said "sometimes."

The quickie survey seems to again point up the importance of the continued use of mass media, Graham suggests.

## Comment On Public Relations

Question asked at New Worker Conference, by one of the new staff: "Why is public relations so important?"

Answer, by another new staff member: "We're working with people. If we don't have their support, we don't have jobs."

5/4/70



# It Says Here ...

## Lawn And Garden Packet Rings Bell

The 1970 Spring Lawn and Garden Packet really rang the bell with the Breeze-Courier at Taylorville. Christian County Adviser Bill Harryman sent us the second section of that paper's April 23 issue. All editorial copy on three of the section's six pages was from the L & G packet. We tallied it up at 15 releases occupying about 180 column inches. The editor supplemented that copy with several appropriate photos of local people or residences.

As you might expect, the three pages also had a few ads on lawn and garden supplies and equipment. We counted 10 ads, varying from only four column inches to a half page (84 column inches).

Harryman also reported that the Taylorville paper had used several other articles from the L & G packet since the April 23 issue.

## Once Over Lightly With "Ain't"

Do you ever have the urge to use the word "ain't" in your column? Did you ever? Flesch might score it a plus for use of a familiar word. And your state leader might flip if he or she happened to see it used in your column.

Use of ain't in news writing falls in the permissive camp. The permissives maintain that "correctness" simply does not exist. The people who use the language, regardless of whether they use it "correctly," determine which words become a part of the language. An excellent example is the word "finalize." Not too many years ago you couldn't find that one in Websters. But you can now, and the reason is that a lot of people decided it was a useful word.

There is on the other hand the purist

camp. It claims that the leveling caused by the permissive viewpoint is destroying the precision of the English language.

And there was Mencken. He said that the American vernacular had displaced standard English as the mother tongue of the United States.

Will Rogers said, "Maybe ain't ain't correct, but I notice a lot of folks who ain't using ain't ain't eating."

Are you permissive or purist? You decide. But be prepared to defend yourself! (Walt Rockwood, Office of Agricultural Communications.)

## Public Relations Report Card

If you can truthfully say "yes" to the questions that follow, we'll give you an "A" on your public relations report card. (We lifted them from PA-438, Extension Service USDA, July, 1961.)

Do you:

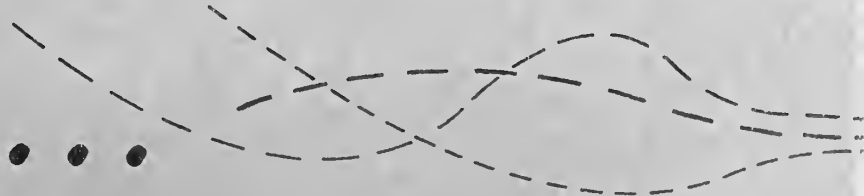
- ...Answer letters promptly?
- ...Make sure visitors are greeted promptly and courteously?
- ...Always keep appointments?
- ...Practice good telephone manners?
- ...Remember promises? Keep them?
- ...Start and stop meetings promptly?
- ...Keep co-workers informed about what you're doing?
- ...Give credit where credit is due?
- ...Avoid airing "family disagreements" in public?

5/11/70





# It Says Here



## Read This And Stay Out Of Jail

If you've been reproducing any of the Peanuts comic strip characters (Charlie Brown, Linus, Snoopy, et al) to promote 4-H or other Extension programs, discontinue their use immediately.

Lawyers for the syndicate that distributes the comic strip have advised that such use infringes upon the copyright and should be discontinued immediately and permanently. They indicate this means not only to stop using the names, but also the drawings, even if you are using them without the names.

We're not too hopeful that permission to use can be obtained from the holders of the copyright. But you might hang on to any materials you've already printed until we give it a try.

## Fair Time Is Display Time

People soon will be crowding the local fairgrounds for fun, relaxation and, we hope, a little education. It isn't easy to stop the fun-seekers long enough to teach 'em something. But it's not impossible, if your exhibit is interesting and attractive.

Your fair isn't until July, so what's the rush? Well, wait too long and your on-the-ball cohorts will have reserved the most interesting loan exhibits--and you won't have time to produce a really good display of your own.

Here's where we come in, with four new loan exhibits, good for use at the fairs: No. 37, "Poison Proof Your Home," No. 38, "Extension Publications (Lawns, Fruits, Vegetables, Ornamentals)," No. 39, "Terraces Make The Difference," and No. 40, "Cooperative Extension Service." Get your request in early.

Next time you're on campus, drop in at the Display Section (South Farm) and discuss your needs with us. We usually can help you more that way than by mail.

## We also suggest:

1. A simple, attractive, multilithed handout about your exhibit or the services offered by your office can be an important addition. It can also keep telling your story after the interested fair visitor returns home. Some departments on campus may have related publications you can distribute.

2. Get local people to help with your booth; sign painters, vo-ag teachers and 4-H groups, for example.

3. Large plastic and metal signs and decals of the Extension emblem can provide good identification for your booth. Mount 'em on wood or similar materials.

4. Take care of materials borrowed from the Display Section. Returning displays in damaged or poor condition can ruin any chance the next person on the loan list had for a good booth. And all the time we spend repairing displays means that much less time to work on new and better exhibits for your future use.

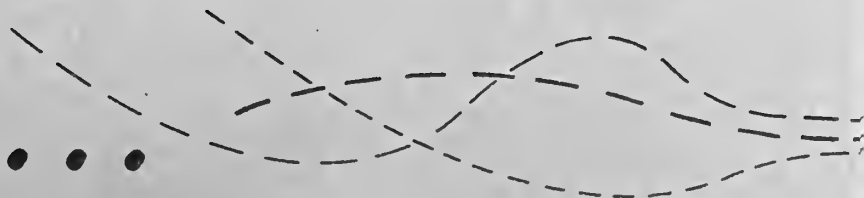
5. Take a picture of your display for publicity, future reference, or your annual report.

Don't accept space at your local fair unless you intend to do the best job possible with your display. To the people of the county you are the Cooperative Extension Service and your exhibit will be judged accordingly. Help make Extension's image in your county a good one with a top-notch fair exhibit. (Vernon Brazle and Jim Griffith)

5/18/70



# It Says Here



## How To Get 4-H News Off The Ag Page

Not long ago we noticed a brief comment in a McLean County report that they had been able "to get 4-H news off the ag page." Having noticed that many editors do indeed tend to throw all Extension stories on the ag page regardless of content, we asked Associate Adviser Roger Seeger to elaborate a bit on how they managed to beat the game.

Seeger responded as follows:

"It started many months ago when we were concerned that all of our 4-H news was going to the ag page. This was undesirable because it stressed the rural image of 4-H and because the readership of the ag page could be lower than the front of the paper.

"We were a little concerned about changing the material from the ag page because we have had a tremendous working relationship with the ag editor. Had we lost his support, we would have lost more than we could have gained by getting the news in the front part of the paper.

"I talked to the ag editor and told him about our situation. He was in 100 percent agreement and called his boss as well as the city editor. Together we worked out an agreement for handling our news. If the 4-H news deals with livestock or other strictly ag projects, it goes on the farm page. If it deals with public speaking, camp, rocketry, or any area that involves both rural and urban, it is sent to the city editors."

Seeger says it works reasonably well and many of the big 4-H activities have been covered on page 2. But, he warns, you have to be patient because people forget from time to time. He concludes, "I just talked to some understanding people. The same approach might not work

with a different group of people."

## Talk To The Lady Of The House

Ordie Hogsett passes on a direct mail piece put out by J. C. Eisenmayer, Extension adviser, agriculture, Henderson County. The message urges safe use of pesticides, but it's directed "To the Lady of the House." Like this:

"Your husband is in danger! Every time he puts a pesticide in the planter box or applicator, he needs to be careful. You need to know what chemical he is using. You need to know where to call for help. You need to know which emergency measure to take.

"Fill in the chart below and post in a prominent place. It could save your husband's life. It could save your child's life."

Below that message appeared addresses and phone numbers of two Poison Control Centers, plus space to enter the family doctor's office and home phone numbers.

The chart to which Eisenmayer referred provided space to put down various items of information about pesticides being used--the idea being to see at a glance what the chemical is called, what its active ingredients are, and what to do if something goes wrong.

Eisenmayer pinpointed his audience (housewives) and wrote specifically for them on this one. Fine job!

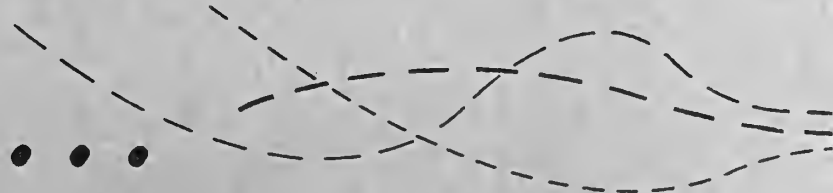
## Communication Problem

I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant. (Source unknown; someone put it on our bulletin board, so we pass it on to you.)

5/25/70



# It Says Here



## In-Service Education In Communications

By now all advisers should have received the 1970-71 schedule of communication workshops for Extension advisers. Eleven workshops have been scheduled, beginning with radio on Sept. 15-16. One on visual communications follows on Sept. 17-18. Photography, direct mail and communication sensitivity sessions will be offered during fall conference, Oct. 12-16. Dates for a television workshop are Nov. 10-11.

The 1971 schedule includes communications sensitivity, April 6-7; writing news, features and columns, May 4-5; public speaking, May 6-7; communications campaigns, June 8-9; exhibits and displays, June 10-11.

Enrollment for each workshop is on a first-come, first-served basis and limited to 20 advisers.

All workshops will be held on the Urbana-Champaign campus. Current plans are to repeat the 11 workshops annually for at least the next five years.

If you want to enroll, follow the instructions on the enrollment form that was included with the complete schedule and description of workshop offerings. Enrollment form must be returned by July 15 to your Assistant State Leader.

## Don't Sell The Weeklies Short

Many of Illinois' weekly newspapers are alive and well. And they have staff members who can really help you put across an Extension story.

Catherine Mauch, Madison County adviser, home economics, sent proof of the above statement in the form of a page from the Highland News Leader. The

weekly, about 6,000 circulation, devoted a full page to expanded nutrition activity in Madison County and to the Madison County Homemakers Extension meeting.

The News Leader's Family Page Editor, Katherine Oriez, wrote the feature story on the nutrition project. Then the editor used a county written story on the home economics meeting to fill the page. Net result: One page of good coverage for Madison County's home economics Extension program.

Moral to story: Newspaper staffer at Extension meeting is better than no newspaper staffer at Extension meeting. (Walter Rockwood, District V Field Ed.)

## Mass Media Helps Answer Replant Question

To replant or not to replant corn was the question many farmers had in their minds recently when heavy rains caused a hard crust to form after planting.

Jim Daugherty, adviser in LaSalle County, reports making good use of the media to inform farmers and help them make the decision. He went to all the county newspapers (four dailies and eight weeklies) with news releases. He also did on-the-spot telephone radio tapes for four radio stations. All tapes were aired during the noon hour.

## Don't Send Junk Mail

Check your May issue of Extension Review for a good article on how to specialize county mailing lists. The article is called "Don't Send Junk Mail" and you'll find it on pages 12-13.

If you missed the article, would like to read it, but no longer have the May issue of Extension Review, let us know. We'll send you a copy of the article.

6/1/70



# It Says Here ...

## Are The Winners

Thanks to Stan Eden, we can now congratulate Illinois winners in the American-NACAA information awards program for 1970. Stan gave us these results:

"Best of Show" honors went to Stuart Hawbaker, Mason County, with a first in the single news photo category, a second in a series of color slides and a tie for first in the feature story division.

The top five winners in each of six categories follow.

### Radio Solo Program (26 entries)

George Trull, Morgan County  
Curt Eisenmayer, Henderson County  
Harry Wright, Pike County  
George Perisho, Peoria County  
Philip Farris, Kane County

### Single News Photo (14 entries)

Stuart Hawbaker, Mason County  
Benjamin Greiner, Ogle County  
Denver Corn, Sangamon County  
David Mills, Macon County  
William Harryman, Christian County

### Series of Color Slides (10 entries)

Stanley Eden, Ogle County  
Stuart Hawbaker, Mason County  
William Harryman, Christian County  
Kenneth Jones, Pope-Hardin Counties  
Donald Dedert, Adams County

### Best Mail Piece (41 entries)

George Myers, Scott County  
Curt Eisenmayer, Henderson County  
Raymond Mowers, Stark County  
Gerald Kunz, Adams County  
Larry Deverman, Winnebago County

### News Column (30 entries)

Charles Willman, Randolph County  
Denver Corn, Sangamon County  
Larry Casey, Jasper County  
William Harryman, Christian County  
Stanley Eden, Ogle County

### Feature News Story (18 entries)

Warren Myers, Macon County  
Harry Wright, Pike County  
J. E. Coplan, Mercer County  
George Myers, Scott County  
Stuart Hawbaker, Mason County (tie)  
Charles Engelhardt, Logan County (tie)

First place entries have been forwarded to Merle Vaughan of Montgomery City, Mo. for regional competition.

We're trying to make arrangements for advisers to see--or hear--first-place entries, on a request basis. More later on that.

### Tailor Your Message To Your Audience

Communicating with adults may require a message different from the one you direct toward 4-H and other youth.

Take camping, for example. Parents may want to know that a well-rounded program will include fun and games. But they'll probably be more interested in such items as quality of food and how well supervised the camping will be.

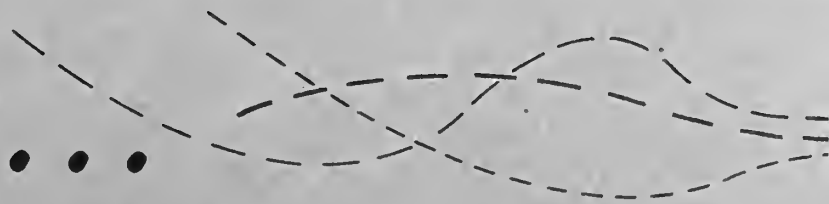
But chances are if you center your message to the youngsters on those two points, you'll get nothing but yawns. So for them you put more emphasis on fun and games, less on the points that reassure the parents.

6/8/70





# It Says Here ...



## Conducting Group Discussions

Group discussion allows sharing of knowledge, attitudes and skills as you explore a problem. How significant that discussion is depends largely on teamwork of the leader, the members of the discussion group and the person designated to record what is said.

If you're leading the discussion, start and close the session on time. You should state the purpose of the discussion, get it started and see that it moves along. You should also attempt to involve everyone in the group and promote a feeling of friendliness. Make sure, also, that a summary is given.

The group recorder should record the major contributions of discussion participants. Points of agreement and disagreement as well as those on which opinion seems unclear should be noted. The recorder's notes also should cover points slated for later or additional consideration. He must be ready to report what was discussed and concluded and is responsible for the summary report at the end of the session.

Discussion group participants have an obligation to listen so they can learn and to speak in terms that the group knows and understands. All members of the group should be active participants and everyone should be given the opportunity to talk. Expressing honest opinions and withholding judgment until the facts are given are also obligations of all participants.

Practicing parliamentary procedure will also help keep the discussion on the subject.

A discussion may be aimed at stimulating individual thinking and reading, or its objective may be to help solve a

specific problem. If the purpose is problem-solving, group members as well as the leader should know what steps to take and in what order. Those steps are (1) Define the problem; (2) determine the objectives; (3) get the facts; (4) weigh the facts and decide on solution; (5) take appropriate action; and (6) check results.

Questions that may promote critical thinking in preparing for a discussion:

What is nature and scope of problem?  
Who is affected by the problem?  
What causes the problem?  
What is the present situation?  
What principles and values are involved in the problem?

The challenge is to keep your mind open and receptive to alternatives and to new ideas. It is important to recognize there are alternative solutions to many problems. (Adapted from material prepared by Gertrude Kaiser, associate professor, Extension Education.)

## About Those Workshop Requests

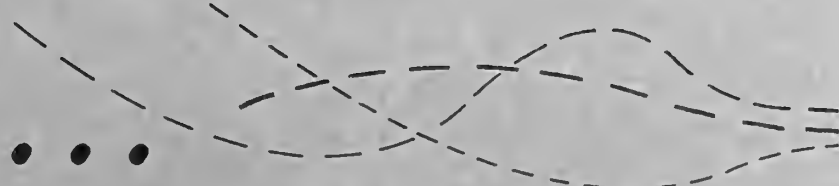
Some of you have asked us to provide communications workshops for 4-H members and local leaders. Sorry, but we must concentrate our efforts on providing education in communications for you advisers. You, in turn, can then train 4-H members, local leaders and others--perhaps with help from such local resource people as English and speech teachers, Toastmaster club members and newspaper, radio and television news staff.

We have scheduled 11 workshops for advisers during 1970-71, and are also prepared to put on special district or area workshops for staff if requested by advisers and approved by Assistant State Leaders. (Hadley Read)

6/15/70



# It Says Here



## Scherer Advises On Tape Recorders

What kind of tape recorder to buy? It's difficult to give you a pat answer. Price, personal preference and quality are among factors you'll want to consider. But probably even more important is that it fit the requirements of the station or stations you are working with.

You have a choice between cassette and reel-to-reel types. Both have advantages and disadvantages.

The cassette type is small, compact, convenient to use, requires no threading and the cost is economical. But you probably will sacrifice some quality and you won't be able to edit the tape. You also will find that very few stations are equipped to use cassettes without first dubbing onto a cartridge or reel.

The reel-to-reel type recorder produces tapes that all stations can use. You get good quality and you can edit your tapes. You will find the reel-to-reel recorders more expensive than the cassette type, somewhat less convenient (for you, not the station), and perhaps a bit more bulky. But comparing the two types as to size and compactness doesn't really turn up much difference.

Eventually, all radio stations probably will be equipped to play back the cassette recording without first dubbing it onto a cartridge or reel tape. But they aren't yet. So before you buy the cassette type, better be very sure that doing so won't adversely affect your working relationship with the station.

Another major area of concern is the loss of tape editing capability. Perhaps it should not be; perhaps most of you never edit your tapes after recording. But that is not to say that you

might not want to at times--or that you shouldn't at times!

If you want best possible quality, if you want to cut and splice, if you are not so much concerned with convenience of operation, and if you can handle the higher price, the reel-to-reel type should be your choice. Buy one with a tape speed of  $7\frac{1}{2}$  inches per second. This gives much better quality and is the standard for all radio stations. It also costs a little more.

Consider the cassette type if you want a compact AC/DC unit, if you don't care about or don't need to edit your tapes, if you are willing to sacrifice some quality and if your radio station will accept and use the cassette tapes.

Three recommended cassette models, all AC/DC and all with automatic volume control, are the Sony 110 with built-in or remote-control microphone, \$100; the Sony 70 at \$70; and the Craig 2603 at \$60. On these three, the more money you spend, the better performance you get.

If you want both office and field capability in a reel-to-reel type recorder, the Sony 800-B at \$200 will give it to you. It operates either on AC or DC, has automatic volume control, five-inch reel capacity and built-in or remote-control microphone.

You can get pretty much the same unit for AC operation only (no batteries) in the Sony 104-A at \$112.50.

If what we've suggested here doesn't fit your situation or your pocketbook, let us hear from you and we'll try to give you some other alternatives. (Ron Scherer, radio specialist, Office of Agricultural Communications)

6/22/70



# It Says Here . . .

## Swallow Reports On Outdoor Education Program

George Swallow has called our attention to a special outdoor education program, sponsored by Cooperative Extension in Jo Daviess County, in cooperation with three Galena schools and the regional superintendent of schools. His experience helps us make a couple of good points about working with the media. One is that a good, solid program with lots of human interest is likely to get favorable attention from the press; the other is that if you get a good newspaper reporter interested in your program you probably will get more space and in most cases a better story than if you try to do it yourself.

George told us the outdoor education program was the most successful school-related program he had ever worked on. And he pointed out that the follow-up story, written by Irma Chiaverina of the Galena Gazette staff, was much more effective than a story written by someone in Extension would have been. The story was bannered across a full page under the headline "Successful Pilot Project--'A Classroom Outdoors.'" The text of that story, reproduced below and on the following page, was illustrated by eight excellent photos and cutlines.

### Successful Pilot Project--'A Classroom Outdoors' (Reprinted with permission of Galena Gazette)

BY IRMA CHIAVERINA

We went back to school last Friday.

It wasn't as we remembered it. There were no desk, no books, no blackboards . . . our classrooms were a burr oak woods, a calf pen, the grassy bank of a pond and the depths of a timber.

"Come spend the day with us . . ." invited George Swallow and Mary Ann Fugate, Jo Daviess County Extension advisers who planned "A Classroom Outdoors" for 140 sixth grade students.

The special one-day program was a tour of the Cording farm in Guilford Township, arranged to give the children a first-hand view of the various types of conservation and several phases of farm production.

Cooperating in the outdoor event were principals and teachers of Galena Central, St. Mary's and Menominee Schools, Mrs. Myrna Cording and sons, Larry and Gary, specialists in the various area studied, and FFA members from Galena High School.

The farm tour was divided into eight sessions, or classes, and the students were placed in eight classes, A through H. The schedule was planned for 20 minute stops at each station, with 10 minutes to move between stops.

We decided the best way to participate in the day's activities was to attach ourselves to one group for the entire day. So we became members of Group A . . . composed of 16 pupils from all three schools.

The teacher with our group was Mrs. Ed Kuhle, Menominee sixth grade teacher, and our FFA tour leader was Ken Donar, also of Menominee.

We had a full day. This is the way it went. . . .

#### **Dairy and Milk Products**

At our first stop, Stan Smith of Dixon, extension dairy adviser, 4-H, told us about dairy farm management, use of milking equipment and milk production.

We went into the large dairy barn, where rows of dairy cattle . . . Teresa, Betty, Sandy and Nellie and many others were in their stanchions. Not far from the cattle was a pen of calves . . . we moved over there and Smith discussed, among other facts, their birth weight and feeding methods used.

#### **Work in 4-H**

Perched on a bale of straw and backed by a "Clover Power" banner, Mrs. Betty Reddington, extension adviser, youth, told of 4-H club work on the county, state and national level.

She told of a new project: "There's going to be a special project with dogs for 4-H'ers this summer. For nine weeks, dog owners will take their pets to an obedience schools, then the dogs will

(Continued on  
following page)

6/29/70



## ...Swallow Reports...(continued)

appear in a show."

"Did you know," she asked, "that there is a Peace Corps made up entirely of former 4-H members? They go to other countries and help set up 4-H clubs, and teach better methods of agriculture."

### Nature and Wildlife

Up and on up a hill we went with George Bausman, regional superintendent of schools, who led our group in a study of nature and wildlife on our third stop.

"This is a burr oak woods," he explained, "and to me, it is special. The burr oak is the one tree that can stand the burning of prairie fires . . . it is a primeval tree."

Bausman explained that the total woods are a planned community, with the trees, bushes and ground cover and wildlife dependent on each other for existence.

### Forestry

As Lloyd Casey of Oregon, district forester, and Ralph Eades, Mt. Carroll, forester for this area, took us through the timber on our next stop, we learned about TSI - timber stand improvement.

"In thinning, or weeding, the woods, we try to help the better trees along by eliminating some of the poorer quality trees. This way more food goes to the better trees," Casey said.

The youngsters crowded around Eades as he made a bore into a tree and removed a core. Counting the "rings" on the core of wood gave the approximate age of the tree, in this case about 20 years.

### Soil Conservation

Bill Hartman, Elizabeth, with the soil conservation service in the county, used a chart to explain to us the location of upland soils and terrace

and bottomland soils in the area, and described uses of various soils.

He pointed out the use of dams as erosion control structures and cautioned:

"When any conservation practice is established, it is not a cure-all. Judgement must be used in planning it and the practice must be maintained throughout the year."

### Lunch Break

At lunch break, the sixth grade pupils piled into the buses and returned to their schools for lunch, while the extension leaders, specialists, FFA boys and the press went to the Cording home for the noon meal.

### Pond Management

After lunch, it was Group A's turn at the farm pond. As the youngsters crowded along the edge of the band watching, Thixton Miller, Oregon, district fish biologist, and Vincent Timpe, extension council member, circled the pond in a boat.

Using an electric fish shocker (the fish were "asleep" only a few minutes before swimming away in the pond) they caught several blue gills.

"The size and shape of this fish shows us that this pond is not in balance," Miller said. "When this condition exists, the best thing to do is kill the fish in the pond and start over with varieties of fish to maintain balance."

### Meat Animals

Mary Ann Fugate, extension adviser, home economics, was waiting for us at our seventh stop. As her FFA helper pointed to various sections on a chalk-marked steer, Miss Fugate explained the need of meat in the diet as a source of protein and showed the

source of various cuts of beef.

She discussed grades of beef, cost of various cuts and their preparation. Pork prices and preparation of this meat also were explained by Miss Fugate.

### Farm Management

Seated on a grassy slope for our eighth and final session of the day, we learned we had been touring a farm in which nearly a quarter of a million dollars has been invested.

Kris Lauritzen, Mt. Carroll, Blackhawk Farm Management fieldman, outlined the investments on the Cording farm:

Land, \$142,499; buildings, \$34,129; machinery, \$23,287, and grain and livestock, \$46,650, for a total of \$246,565.

"A total of 66,000 gallons of milk were produced on this farm last year, and that's enough to feed 2,200 persons," Lauritzen told us. "The 13,000 pounds of beef produced last year would feed more than 121 persons."

And so the day was over and 140 pupils returned to their buses and to their schools, concluding a day of learning in "A Classroom Outdoors."

George Swallow explained to us later that the idea for the day-long event on the farm originated at an extension council conference last winter in Urbana.

The extension adviser, Mary Ann Fugate and Vincent Timpe, attending the meeting, heard a council member describe a similar program that had been held in Macon County. The local people worked with the schools and developed the idea, coming up with "A Classroom Outdoors."

"This was a pilot program. Because it was so successful, we hope it will become an annual event and that other school districts in the county can be involved," Swallow said at the end of the day.





# It Says Here ...

## Direct Mail Judge Comments On Entries

Stuart Hawbaker, Mason County, reports receiving the comments below from Gordon White, judge of the direct mail entries in the Amchem-NACAA Information Awards Program. White teaches advertising in the College of Communications at the University of Illinois. His "Overall Evaluation" follows:

"The field of communication generally could learn much from these direct mail entries. Working within the narrowest of boundaries, these writers still manage to combine imagination with information, creativity with practicality. Without exception, each entry had a specific job to do and did it well. No matter how mundane the task, each of these

mailers was done with genuine interest and skill.

"As for the mechanical limitations, rarely has so much been done with so little. In the final analysis, these mailers performed their communications tasks extremely well. They won attention; conveyed knowledge; they got action. No network television commercial or four-color magazine spread could do more."

## Tip On News Pictures

If you can't get your news pictures printed in time to go with your news releases, consider going Polaroid. But check with your editor first to make sure he will use Polaroid prints.

## SHOW AND TELL TIME

In the June 8 issue of It Says Here we promised you'd hear more from us about the possibility of seeing or listening to the first-place entries in the Amchem-NACAA Information Awards Program.

Those of you who would like to check the winners can do so by filling out the form below, indicating which entries you would like to see or hear. If you check the radio solo program category, please send along a blank tape for dubbing.

The offer is open to any Illinois adviser, of whatever rank or sex.

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TO: It Says Here Editor, 330 Mumford Hall, University of Illinois, Urbana 61801

Yes, I'd like to check out winning entries in categories marked below.

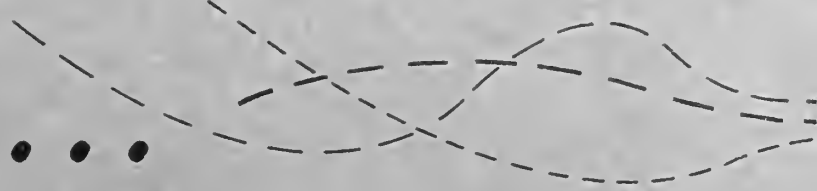
1. ☐ Radio Solo Program (If you check this category send blank tape)
2. ☐ Direct Mail
3. ☐ News Column
4. ☐ Feature Story
5. ☐ Single News Photo

6. <input type="checkbox"/> Color Slide set	SPECIAL NOTE: If you would like to see the winning set of color slides <u>during fall conference</u> , check the blank to the left. If demand is sufficient we will try to make arrangements for such a showing.

7/13/70



# It Says Here



## Cate-Courter Article in Extension Review

Did you notice the "Pick-your-own-strawberries" article in June issue of Extension Review? Authors are H. A. (Bob) Cate and J. W. (Bill) Courter of The U of I's Dixon Springs Agricultural Center. We claim Bob as a member of the Office of Agricultural Communications staff; Bill is the small fruits and vegetables specialist with the horticulture department.

## Age And Seeing

The older we get the more difficulty we have in seeing or hearing as well as we once did. Gary Dickinson, a lecturer in adult education at the University of British Columbia, says that 23 percent of adults have defective vision and 13 percent have defective hearing at age 20. The percentages keep going up as age increases, with 82 percent of the 60-year-olds having defective vision and 51 percent having defective hearing.

Dickinson says light needed for the same visual task is 100 watts for those who are 20 years old, compared with 230 watts required for the 60-year-olds.

Even in normal, healthy eyes, visual acuity declines steadily. The pupil of the average person at age 50 admits only half as much light as at age 20.

Dickinson has these suggestions for adult educators:

1. Provide plenty of light. Use individual light sources if trainees must pay visual attention to fine detail.

2. Watch for signs of visual fatigue--attention loss, frequent shifts in position of reading materials.

3. Avoid making trainees face direct

light or requiring sudden or frequent changes of focus.

4. Charts, diagrams and pictures should be large. Make sure people sit close to them. Take plenty of time to present them.

5. Chalkboards should have maximum color contrast. Use large, legible writing. Only important and relevant items should appear.

6. All reading materials should be printed in large type on low-gloss paper. Typewritten material should be double spaced. (From Washington State University communications newsletter, via North Carolina State's "The Idea Distiller.")

## Redundancies We Have Seen And Heard

Close proximity. The word "proximity" means nearness in place, time or relation. So when you use the word "close" with proximity, you are just repeating yourself.

New innovation. Innovation means the introduction of something new. When you are talking about an innovation the word "new" is not necessary.

Old adage. An adage isn't an adage unless it has been around quite a while. You don't have to label it as "old."

Consensus of opinion. Consensus is the collective opinion of a group. You don't need to tack on "of opinion."

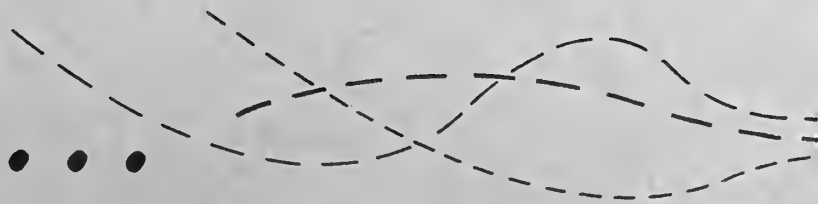
## Mini-Lesson

Take our word for it--it should be different from, not different than.

7/20/70



# It Says Here



## Don't Overlook Special Outlets

Don't overlook some of the special publications in planning your information program. Joan Cummings, from Union County, called our attention to the Southern Illinois Electric Cooperative's Jamup, a monthly publication that gives excellent coverage to 4-H activities in Johnson, Alexander, Massac, Union and Pulaski counties.

## Thoughts On Grammar

Every once in a while we take a look at a book with the intriguing title of "Cobbledygook Has Gotta Go." It was written by John O'Hayre and published by the Department of Interior, Bureau of Land Management "in the interest of better communications on the part of all Bureau employees." The book has been around quite a number of years (we fail to find a publication date in it) but it still makes good reading. The following discussion is O'Hayre's response to the rhetorical question, "What makes a weak sentence weak."

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"Before we can answer we have to decide what a sentence is. Learning--or, rather, being told--that a sentence has not yet been adequately defined comes as quite a shock to many of us. For years we've been certain we had learned in grade school, in high school and in college, dozens of times over, the definition: A sentence is a group of words expressing a complete thought and having a subject and predicate, either expressed or implied.

"While this conventional definition is popular, there are as many exceptions to it as there are variations of it.

"Despite its inadequacy, it seems to have stuck with most of us, and many of us simply won't admit it isn't binding--

probably because we had to learn it so well, so often, and so painfully. But modern scholars say we haven't yet learned enough about how our language or its grammar works to define a sentence in the 'absolute sense,' or, for that matter, even enough to define the parts of speech 'absolutely.'

"In one way this makes using the language easier than it was a few years ago; if you make what used to be called a 'glaring grammatical error,' you probably do so with the sympathy of numerous scholars, who say you are probably as right in your usage today as the conventional grammars were probably wrong in theirs yesterday. This means we can now be about our writing without constantly looking over our shoulders to see if the goddess of grammar is smiling or scowling.

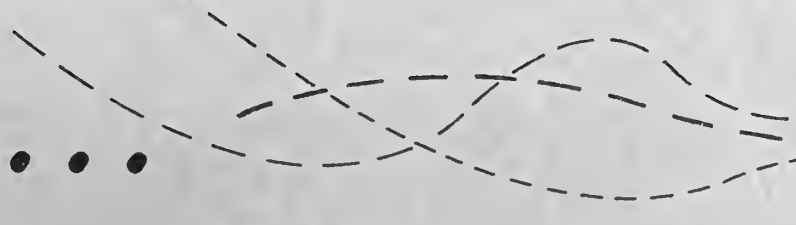
"This does not mean that each of us is his own best grammar book. There is still what is called good English, appropriate usage, intelligible syntax, acceptable form, and conventional respectability, all of which are based on revolutionary research into the language and on the tenor of the times. And all are rooted in the doctrine of usage. This doctrine says: 'What the majority of people accept as good usage today is, therefore, good usage today--although it might not have been good usage yesterday.'

"It is sometimes painful to be told that much of the rhetoric and a good deal of the grammar we studied in school 15 or 30 years ago are today deflated notions, discarded rules, or suspect concepts. Nevertheless, it's a fact that today there's a 'new English,' just as surely as there's a 'new math.' And tomorrow, and the day after, and the day after that, it will be newer yet--and yet it will still be 'good English.'

7/27/70



# It Says Here ...



## Spot Announcements Rate High At AAACE

Pardon us if we point with pride to our own Ron Scherer, communications specialist, radio.

Remember the "breakfast is important" public service spot announcements you helped promote with Illinois radio stations? Ron entered them in the American Association of Agricultural College Editors Communications Contest. Total possible points, 180; points chalked up on Ron's entry, 178, good enough--and then some--for a blue ribbon.

Judges' comments on the spots: "Excellent! Captivating! Sincere and selling. Production ending puts it all together."

We also took blue ribbons in four other categories, including magazine press service, set of color slides, and both table top and large exhibits.

## More On Public Service Spots

We released a second series of radio public service spot announcements early in July. Theme for the series is "A Safer Summer" for everyone.

Included are six 1-minute and four 30-second announcements. The material covers rural intersection safety, safe use of pesticides, use of the S M V emblem, lawnmower safety, and tips to vacationers about insects, poison ivy and water safety.

If stations in your area are not using these announcements we encourage you to pay them a visit and find out why. A gentle reminder to return the reply post card to our office might also be in order during your visit.

These public service announcements are a new happening for Illinois Extension. Your cooperation will help the Extension Service build better rapport with local radio stations. (Ron Scherer)

## DeKalb Chronicle Tells Extension Story

Our thanks to Jack Goodrich, DeKalb county, for sending along the special supplement to the DeKalb Chronicle. The story on Extension points out that the county office provides the educational link between DeKalb county residents and the University of Illinois, Urbana-Champaign.

## Reaching New Audiences

If you want to reach a new audience, be sure first of all that you know some of its characteristics.

Do the people in that audience need you? Why? What do you have to offer to them? What do they read? Through what other channels do they get their messages? How important is face-to-face communication in working with them?

Can you help them make more money? Or make better use of the money they have? Or should you use some other appeal in reaching them?

Reaching people usually involves appealing to one or more of four needs--security, response, recognition, and the wish for new experiences.

For a more complete discussion of the needs listed above, we refer you to Unit 2 (Motivating Your Audience) in the General Communications section of your Communications Handbook.

8/3/70





# It Says Here ...



## Note On NACAA Contest

If you're one of many waiting to see or hear winning NACAA Contest entries, KEEP THE FAITH. We'll get requests summarized and filled soon as possible.

## Writing For Radio

This week's Exclusive to Adviser letter offers a promise of more radio copy. And it also promises a "short course" to help you convert column items and other news items to radio style. Here it is:

1. Use short, simple sentences with short, simple words.

Place titles before names unless the titles are extremely long.

YES: University of Illinois Extension Agronomist Don Graffis...

NO: Don Graffis, Extension agronomist...

Attributions should be at the beginning of sentences, not in the middle or at the end.

YES: "Shurtleff reports the situation is serious."

NEVER: "The situation is serious, Shurtleff reports."

EXCEPTION: "Although the situation is serious, Shurtleff says..."

Mention a person's name often in the story--your listeners can't look back to see who is saying all of this.

Use dots and dashes freely. There's no rule here--just use them when they help the reading of a story.

If something is important and it shouldn't be missed, don't put it in the first sentence or at the begin-

ning of other sentences. Build up to it with related information.

7. Use dashes in abbreviations: F-F-A, Y-M-C-A and U-S-D-A.

8. Round out numbers whenever possible. Write out numbers from one to ten. Use numerals from 11 to 999. Write out numbers above one-thousand.

9. Never abbreviate names of states, cities, countries, days or months.

10. Add phonetic spelling in parenthesis to names that are difficult to pronounce.

11. Personalize radio copy when possible.

12. Repeat phone numbers, circular numbers and important addresses you want listeners to use.

## Here's One Way To List 4-H Winners

Remember last year's discussion on how to handle getting names of 4-H winners in the paper? Wilbur Smith sent us a copy of the Nashville News to show how it's done in Washington county.

The Nashville paper runs names of 4-H winners a column at a time on the first page of their second section. Wilbur says they spread the winners over a period of about three weeks. They also list winners by category and club name. That makes for higher readability than putting line after line of names together in paragraphs.

Another advantage to the Washington County approach is that neither Wilbur nor Assistant Adviser Walt Townsend had to stuff all those names into their regular columns. Both columns ran as usual in the same section of the paper. 8/10/70



# It Says Here ...

## Thoughts on Cooperative Month Promotion

As I have mentioned in his recent letter to us, advisers we'll be sending you some supporting materials for the October Cooperative Month activities. The special packet will include several releases--some complete and some of a fill-in nature--plus numerous one-paragraph fillers and probably some clip art material.

Meanwhile, here are some things you and the cooperative representatives with whom you'll be working may want to be thinking about and working on.

Next week we will be sending you a list of potential speakers for county or regional events. You will thus get that list ahead of the special packet--to allow more lead time in arranging for your speakers. The person designated to line up a speaker should contact him on a direct basis--there will be no central "clearing house" to handle such arrangements. Might as well get organized and get your bid in early.

The idea of getting organized--it is no secret--is to get managers of the local cooperatives and the executive secretary of the Farm Bureau and other Cooperative National to get an organization started (if one already exists and is working we understand some are). It might be well to give it a little extra encouragement.

If you haven't done much with Cooperative Month in previous years, the object of the exercise will be a dinner or other thing and put things together the cooperative leader. Just getting them together so they get better acquainted with each other and develop a greater sense of appreciation for their

combined size and strength may be what you should aim at this year.

If your county already has been down that road, this may be the year to expand the invitation list to include other influential people in the county.

The area or regional approach to the Cooperative Month observances may have logic for some of you. If so, we suggest you get in touch with some of the neighboring advisers to consider possibilities--and to agree on who will be responsible for what.

News releases to be included in the special packet you'll be getting soon after September 1 will be general in nature. Even before that packet arrives you may want to emphasize to managers of the local cooperatives the need for specific, localized information. Statistical data about size of the local cooperative, numbers of people employed, total payroll and other similar material should be readily available from the cooperatives. Put it all in a release that tells something of the economic importance of cooperatives and you have a story that is pretty easily understood.

If a cooperative is involved in some special project aimed at improving the community, cutting down on pollution or otherwise improving the quality of life, you have the makings of another excellent feature story.

The idea is not just to tell what the cooperative is, but also to tell what it does. That story, like any other, will be more interesting and have more impact if it is localized.

8/17/70



# It Says Here



## Co-op Month Speaker List In Packet

As promised, Cooperative Month speaker list is in the packet this week--on the following page, we hope.

Add to our list of Cooperative Month promotion suggestions: (1) Try getting some of the more articulate Cooperative people on radio or television programs. Let them tell the story of what the local cooperative is, what it does and how important it is to the area it serves. (2) Contributions of the Cooperative might also be a good topic for an editorial in the local paper. Could be all it takes is a suggestion to the editor.

## Editor Wants Fillers

Here's another "gem" from a weekly newspaper editor who asked, "How about some short items from the county Extension office to use as fillers?"

His plea was not for column items, but for one or two-liners to fill up the odds and ends of space that crop up as he lays out his pages. He often has a column inch or less to fill.

Chances are your editor could use the same kind of help. Why not send him a page of filler material each month about your county program. For example:

"Shelham County has 396 boys enrolled in 4-H programs for 1970. Last year's enrollment was 363 boys." Or:

"The Shelham County Extension Office can be the home gardener's best friend. There are 46 free how-to-do-it home gardening bulletins in the office's publication rack." Or:

"Shelham County Extension Adviser Jeremiah Jones says Shelham County pork

producers sold more than \$8 million worth of hogs last year."

Ten minutes a month of brainstorming at weekly office conferences should easily produce ideas for a page of fillers.

And here's another idea. Don't just stick the fillers in an envelope and mail them. Send along a note to tell the editor you are furnishing him with that little bit of extra service. (Walt Rockwood, District V Field Editor)

## Show And Tell Time Requests Summarized

Response to our offer to let you see or hear winning entries in the NACAA-Amchem information awards program was a bit more than we expected.

Requests came in from 41 advisers, and they represented 35 counties. Fourteen said they wanted to see or hear the winning entries in all six contest categories; nine checked five of the classes; seven settled for four; six for three; two checked only two classes and three wanted to check only one entry.

You'll recall we specified the offer was open to all ranks and to both men and women advisers. Five of the ladies who took us at our word will thus be casting a critical eye--or cocking a critical ear--at some of the work you men have been doing in communications.

With the right kind of luck, all requests will have been filled by the time you read this--or very soon thereafter.

Special note on color slides: 26 of you said you'd like to see the winning set. We'll be working with Stan Eden to arrange for a showing or two during the Fall Conference.

8/24/70



# It Says Here ...

## Regional Winners Noted

No national winners for Illinois this year in the NACAA-Amchem awards program. But we did have two regional winners--George Trull, Morgan county, with a second in the radio solo category; and Charles Willman, Randolph county, third in the news column division.

## Colorado Summer School Enrollment Down

Warren Myers, Macon county, says a steadily-declining enrollment has Colorado State University officials wondering whether Extension Summer School can be continued. Highest enrollment was more than 300 in 1967; this year it was down to 149.

To help drum up interest, Warren has sent a short feature to the Extension Review and the County Agent Magazine. He rates the Colorado Summer School as "one of the top schools" for the Extension worker--whether to improve methods or to work toward a higher degree. And he also notes that June in Colorado is ideal for study.

## Helps To Know How Weekly Operates

How well do you know the operation of your weekly newspapers? Ever wonder why your column is sometimes left out, only to appear later when it's a month old?

It has to do with the amount of space available for news. And that usually depends on the amount of advertising for a given week.

So during any week the editor may look at your copy and do one of two things--send it back to the typesetter or throw it away.

Suppose it gets set in type and then there's no room to run it. Your column

may then sit on the shelf a week, two weeks, or even a month. Suddenly there is room this week and what's handy? Your column runs!

You can avoid the problem of late-run columns, and help your editor, too, by putting release dates on your copy. Try something like "For use the week of \_\_\_\_\_ only," or "Do not use after \_\_\_\_\_."

One editor says "I like to see a date at the top of the copy. It gives me an idea on when I can or should use it."

It pays to know your editors. If you understand the operation of their papers you will have fewer problems getting your copy used. (Walt Rockwood, District V Field Editor.)

## Thoughts On Slide Presentations

The successful slide presentation depends greatly on quality of slides and script. But proper operation and functioning of projection equipment also is important. Never assume a projector will operate flawlessly because it did the last time you used it. A trial run--to make sure you know how to operate the projector and that it is functioning as it should--can prevent embarrassment.

If you have to run extension cords across areas where your audience will walk, cover the cords with strips of 2-inch masking tape. While you're at it, tape the cords to the legs of the projection table, too. Both precautions reduce chances that someone will trip over a cord and yank an expensive projector off its stand. Another precaution is to make a figure "8" loop when you connect extension cords, so they won't pull apart so easily. (Adapted from Informingly Yours, Dept. of Agr. Information, New Mexico State University.

8/31/70





# It Says Here ...

## "Government" Writing Better, But...

"Government" writing, including that done in the Extension Service, has improved considerably since the Bureau of Land Management, Department of Interior, published "Gobbledygook Has Gotta Go." But Author John O'Hayre's book still has some messages worthy of our attention. This week we offer you two excerpts from that book.

## What This Book Is All About

"Newspapermen, magazine writers and fiction writers have joined in this revolution that demands simple, concise, clear prose. But not so government writers! The flossy, pompous, abstract, complex, jargonistic gobbledygook that passes for communications in government (is) too out-of-date to renovate; it's too expensive to tolerate.

"The revolution in writing was started by (millions of) people who are demanding that today's language reflect today's world and not some sweeter time now past. And they have the right to demand this, for unless writing is an expression of its age, it is nothing."

## The Weird Way Of Abstraction

"If there were one hard, immutable, unalterable, inflexible, unbending, unbreakable, ex-cathedra rule for writing, which there isn't, it ought to be this: When you write, use specific and concrete words wherever you can and general and abstract ones when you have to. Or say it this way: Make specific and concrete words carry your general-abstract-ideas. All good writers write that way, simply because people read best and easiest that way.

"In other words: When you have to go up into the heavens to draw a genetic image or state a universal principle, then state your principle and get down out of there as soon as you can.

"Get back to earth and start proving your general-abstract point by talking about real things we all know first-hand; things that have color, size, heat, hurt, hardness; things like canopeners, pitchforks, range plows, trees, snakes, blisters, toads, rocks, clocks, trains--earthy, solid things.

"In short, have respect for the abstract but stay out of it as much as possible. It's true it's easy to stay up there at a high degree of abstraction, for there you can soar and float and "write around" in multiple-meaning words all day long. But you'll bore your readers stiff. You'll never show any reader any specific, concrete meaning--something he can take into his mind and know to be true because he has seen it first hand at earth-level.

"When you're in the abstract, you're incessantly using words of many meanings, words that mean nothing specific, words that just blunder around about meaning.

"Shakespeare's Desdemona pretty well put her finger on the everythingness and the everywhere-ness of general-abstract words when she told Othello, in anguish and bewilderment, that she understood a fury in his words, but not the words.

"And that's simply the weird way of abstraction. That's why good writers avoid it; why patient readers lose patience with it--why they wish writers would say exactly what they have to--nothing more and nothing less."

9/9/70



# It Says Here



## Sure Food Is A Good Buy--But Is It Time To Junk That Slogan?

The University of Minnesota's Reaching People With Information reported some disagreement with the usefulness of the "Food is a Good Buy" appeal, following a farm marketing seminar earlier this year in New York.

Most members of a panel on "Consumerism Meets Agribusiness" agreed that food is indeed a good buy. But they were also in general agreement that the housewife couldn't care less about what the farmer wants to tell her about food. What she does want, the panel said, is a good product, fairly portrayed, and available when she wants it.

Panelist Frank Lassiter, editor of National Livestock Producer (Chicago), suggested junking the "Food is a Bargain" slogan because "it does more harm than good and makes the housewife mad." Agreeing were Mrs. Adeline Garner Shell, consumer education director for New York City's Department of Consumer Affairs; William Hildebrand, Executive director, New York State Food Merchants Association, Inc.; and James Donnan, Galway, New York, farmer.

Harold Swanson, head of the Department of Information and Agricultural Journalism at Minnesota, used the panel members' comments to make a point or two about communications, as follows:

"...there is a great deal of truth in the reactions of the panel...We can keep on using the good buy approach for many publics. The truth, however, is that we may continue it to please ourselves and the people we work closely with--farmers and agribusiness. But it may not affect our consumer audience!

"This brings me to another communications point. Too often we frame our messages, our presentations, to fit our own needs and attitudes, failing to consider the audience and its needs and thoughts. Naturally we deliver our messages with our own purpose in mind but we need to study, understand, and adapt our messages to our audiences.

"Mrs. Adeline Shell may have hit the nail on the head when she said that '80 percent of advertising and promotion is not effective because we're creating ads to make chairmen of boards happy, win awards and impress our colleagues.'

"Change a few words and we might be talking about our own communications."

Swanson then asked his readers whether they agreed or disagreed with the "junk the slogan" viewpoint. We extend the same invitation to you. Comments, anyone???

## Pitfalls To Avoid In Writing Letters

Wordiness clutters the reader's thoughts, makes reading more difficult and reduces a letter's effectiveness. Jargon consists of stilted, overused words or phrases that make reading stiff, formal and dull. Examples are:

"According to our records." Simply say "We find..."

"At your earliest convenience." Just say "Soon."

Avoid trite expressions by writing as if you were talking to the person. In talking you would not say "Thanking you in advance for the circular." You would say "I'll appreciate receiving a copy." (From U of I Communications Handbook.)

9/14/70



# It Says Here ...

## FARM TECHNOLOGY EDITORIAL IS RECOMMENDED READING

If you haven't done so already, we suggest you read Gordon Berg's editorial in the Fall, 1970, issue of Farm Technology (p. 34). We recommend it partly because Editor Berg pays you Illinois advisers and Ag Communications Head Hadley Read a pretty nice compliment--and compliments are rarely hard to take. But

we call the editorial to your attention mostly because of the rest of its message. Yes, Extension still needs to tell its story--again and again and again--but no communications staff can do the job alone. It's what is done out in the counties and how well all those stories are told--and to whom--that counts.

## THE COMMUNICATION PROCESS

(Different people look at the same thing in different ways. Here's the way Michigan State's Department of Communication Arts "looks" at the communication process. For most of you, the view is familiar.)

Looking at the communication process means examining the ingredients necessary for interaction among people. What factors have to be taken into account and how do they operate? We should know these if we are to improve our understanding of the communication process; and if we are to improve our ability to be understood and to understand others.

Aristotle said we must look at (1) the speaker, (2) the speech, and (3) the audience. Each element is vital to communication, so we organize our study of the process under (1) the person who talks, (2) what he says, and (3) the persons who listen.

This way of looking at communications has persisted. In 1947 a mathematician and an electrical engineer presented a model of how communication works in a telephone system--or any other electronic system. They said the factors in communication are (1) a source, (2) a transmitter, (3) a message, (4) a receiver and (5) a destination. The model is similar to that of Aristotle, although it does add two extra functions.

Let's look at another communications model that is consistent with those al-

ready mentioned: Source, Message, Channel, Receiver.

Source: All communication must come from some source. That source may be a person, a group of people, even an institution. Determining how the source operates in the communication process depends on (1) his communications skills (ability to think, write, draw, speak, etc.); (2) his attitudes toward his audience, his subject, himself and other factors pertinent to the communication situation; (3) his knowledge about his subject and his audience, and (4) the social system in which he operates (who his friends are, what his role is, what group he belongs to and what his social background is.)

So we begin with a source--someone who starts things going even though we must remember that many things condition how the source will communicate. We should examine ourselves as sources of communication--and should evaluate communication in the light of what we know about the source.

Message: The message in communication has several sub-factors which have to be considered. (NEXT PAGE, PLEASE)

9/21/70



It Says Here . . .

THE COMMUNICATION PROCESS  
(continued)

We have to choose a code. We can look at this in terms of a given language--Spanish, German, English and Chinese, for example. But there are other kinds of languages, including art, music and gestures.

We also have to select and organize content. This requires isolating and testing ideas, selecting and testing support, and then arranging the ideas and the support.

We must determine some treatment of the message. What things should be selected for a given audience? How can these things best be presented for a given audience?

Within each sub-factor two things have to be considered: the elements of code, content and treatment; and the way in which the elements are structured or arranged.

When a source has created a message, he has to decide what channel (medium) of communication can be used most effectively. This is the third factor in our model.

Channel: We can look at channels in many ways. The simplest is to list the five senses we use to receive a message. Channels of communication are ways of presenting a message so it can be seen, heard, touched, smelled, tasted.

Each of the broader kinds of channels can be analyzed under the five senses. Those channels include public speech, discussion, interviewing, radio and recording, television, motion pictures, demonstrations, newspapers, magazines and books.

Communication generally is more effective when more channels are used; that is, when more senses are stimulated more directly and immediately.

As channel intensity and number go up, the potential audience size usually goes down. In other words, the general rule (with many exceptions) is that multiple channels, with high intensity, produce maximum effect--on fewer persons. A single channel, with low intensity, produces minimum effect--on much larger groups of people.

Receiver: The final link in the communication process is the receiver--the person or persons on the other end of the process from the source. All factors that operate on the source operate equally on the receiver. That is, all communication must end with some receiver. The receiver may be one person, a group or even an institution. And how the receiver will operate in the communication process is determined by his communications skills, his attitudes, his knowledge and the social system in which he operates.

Refer back to discussion under source and note how closely it parallels what we have just said about the receiver.

To summarize, here are the factors we have to consider in understanding the communication process:

WHO (source), for what reasons, says WHAT (message), in what way, over what CHANNELS, to what audience (receiver), with what effects (reaching the goals of the source).

9/21/70





# It Says Here ...

or call 317/381-0906

---Jim Griffith

## Write Like You Talk?

Some experts tell us to write as much like we talk as we can because when we talk we use shorter sentences, and this is good. What isn't good in writing is to hem and haw and retract as we do in non-organized conversation. It doesn't work, simply because writing and talking are two different forms of the art of communication. And these different forms call for a different set of tools and disciplines.

We feel these experts really mean: Write the familiar style. For this is the closest you can get to writing like you talk and sounding natural and conversational. The familiar style is a beautiful style and it's a disciplined style. It is like talk in that it uses common words, common speech rhythms, and common sentence structures which are basically loose, friendly and short. But it does not use the loose and tacky organization, the disjointed delivery, or the extra words of casual conversation. (From "Gobbledygook Has Gotta Go," by John O'Hayre.)

## Thoughts On Readability Formulas

In the book mentioned above, O'Hayre notes that mathematical formulas have helped many writers measure the readability of their writing. But he also points out that no readability formula can (1) measure the information in a message or (2) evaluate style. A sloppy style, says O'Hayre, may rate well on the formulas while a highly readable style like that of the late Winston Churchill may not do well at all.

8/28/70

## We Need Enlightened...

In our 9/14/70 issue we invited your comments on whether it's time to junk the "food is a good buy" slogan.

The response to date has been absolutely underwhelming. And also puzzling.

It reads, "The Queen Mary was a good buy. How about 'Food is plentiful?'"

Sorry, but our lone respondent should explain the Queen Mary bit to us.....and if the housewife couldn't care less about the "food is a good buy" slogan, will she be any more enthused about one that says "Food is plentiful?"

## New Exhibit Ready

The display section has just completed a nutrition loan exhibit. This exhibit (two 2-foot cubes) features a 30-second 8 mm color film explaining the expanded nutrition education program and the role of the program assistant. Publications NEP 1000 and NEP 1001 supplement the movie.

A passerby may start the movie by pushing a button; or it can be started and stopped automatically with a timer.

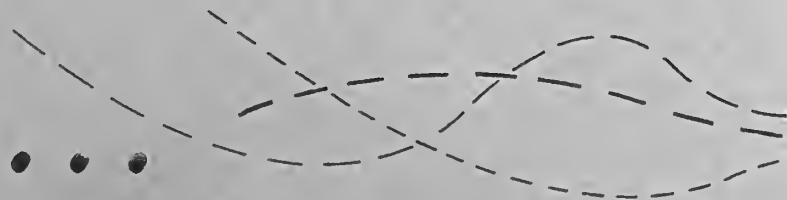
You can use both cubes or just the top cube alone on the table. The top cube contains the projector. With the top cube alone, the exhibit stands 27 inches high; with both cubes, it is 54 inches high.

To borrow this or other loan exhibits, send your request to:

Display Section,  
Office of Agricultural Communications  
62 Mumford Hall  
University of Illinois, Urbana,  
Urbana, Illinois 61801



# It Says Here



## A Bill Of Rights For Volunteers

(A good one to keep in mind when you are recruiting volunteer leaders for Extension programs.)

### EVERY VOLUNTEER HAS:

I. The right to be treated as a co-worker..not just free help..not as a prima donna.

II. The right to a suitable assignment..with consideration for personal preference, temperament, life experience, education and employment background.

III. The right to know as much about the organization as possible..its policies..its people..its programs.

IV. The right to training for the job..thoughtfully planned and effectively presented training.

V. The right to continue education on the job..as a follow-up to initial training..information about new developments..training for more responsibility.

VI. The right to sound guidance and direction..by someone experienced, well-informed, patient and thoughtful..and who has the time to invest in giving guidance.

VII. The right to a place to work..an orderly, designated place..conducive to work..and worthy of the job to be done.

VIII. The right to promotion and a variety of experiences..through advancement to assignments of more responsibility..through transfer from one activity to another..through special assignments.

IX. The right to be heard..to have a part in planning..to feel free to make suggestions..to have respect shown for an honest opinion.

X. The right to recognition..in the form of promotion..and awards..through day-by-day expressions of appreciation ..and by being treated as a bonafide co-worker. (Prepared by Mrs. Richard L. Sloan, Director of the Office of Volunteers, Western Area, American National Red Cross, San Francisco, California.)

## Wanted: Malnutrition Series Clippings

We would like to receive clippings on any of the series of eight malnutrition features released recently to Illinois dailies. (Information copies also went to advisers and assistants, home economics.) For the benefit of any eagle-eyed male advisers who might run across one of the stories, they dealt with (1) Hidden Hunger, (2) Who, Where and Why, (3) The Malnourished Mind, (4) Physical Effects, (5) Coupon Programs, (6) Money Programs, (7) Food Programs and (8) Educational Programs--in that order.

Extension Communications Specialist John Hundley put the series together for the expanded nutrition education program. Please send the clippings to him, Room 69 Mumford Hall.

## Two Channels Are Better Than One

Even in our day-to-day, interpersonal communication, we may forget that two or more channels are more effective than one. We may learn something by listening to someone; we often learn even more if we can also read what the person is saying, or see an illustration of what he is saying.

10/5/70



# It Says Here ...

## Exhibit Reminder For All Advisers

If you haven't already done so, we suggest you clean out your file on loan exhibit sheets. These are the sheets that describe available exhibits--what they are all about, how much floor space they require, etc.

We mailed a revised set of these sheets to all advisers this summer. The revised set supercedes all previous ones. Please discard your old sheets.

Exhibits still available include numbers 9, 10, 14, 16, 21 through 40 and special loan exhibit "Fifty Years of Service." These are the only ones for which you should have descriptive sheets in file.

If you did not get the revised set of loan exhibit sheets, please let Vernon Brazle know and he will see that you get one. Mailing address is 69 Mumford.

## Field Ad To Promote Field Day?

The Editor's Letter (from Extension Service, USDA, Washington) notes that a half-page ad helped draw 1,000 people to a recent Texas A & M field day near Lubbock. The ad apparently was sponsored by nine area implement dealers and ran in a Sunday edition of a Lubbock daily.

This approach to field day promotion can be used pretty effectively if local businesses are willing to underwrite the cost, but it is also one that can be overdone. Like all of us, businessmen probably get tired occasionally of being asked for contributions, even if the cause is worthy. Of course there is the probability that this kind of contribution is treated as a business expense, but it still is a contribution.

Also noted is that the Texas event had excellent support in other media and that some 10,000 two-page flyers were distributed prior to the field day.

All of which helps hammer home a point we've made before--that if you are going to transmit a message you should use more than one channel to do it.

## Safety By Direct Mail

Macon county sent out an illustrated postcard this fall, urging the safe operation of cornpickers and combines. The card went to wives of Macon county farmers; an accompanying letter urged wives to sign and place the safety-reminder card on the cornpicker or combine--where the operator could see it all the time.

About the same time the cards were mailed to the wives, the Decatur Herald carried a short article on the safety program. Warren Myers says he used this second channel for the safety message in an attempt to "keep the wives from laying the card on the piano instead of placing it on the combine or cornpicker." He promises a later survey to determine how many cards were used as intended.

## Slides With A Purpose

A good booklet noted recently is Eastman Kodak's "Slides With A Purpose." It's priced at 20 cents a copy but it takes a minimum order of \$1 if you order direct from Eastman. If you're interested, you may find the booklet at your camera dealers. Or you may want to get the company's publications list and see what else they have to offer. If so, write Motion Picture and Educational Markets Division, Eastman Kodak Company, Rochester, N. Y. 14650.

10/12/70



# It Says Here ...

## Do Extension Newsletters Really Work?

The question posed directly above is the title of an interesting study on the effectiveness of a community resource development newsletter. The study is summarized in a report prepared by Leighton Watson, director of the Appalachian Center, West Virginia University Morgantown, W. Va. 26506.

As might be expected, the newsletter content dealt largely with "public affairs" and was sent to people considered to be opinion leaders in various age and occupation groups.

The summary points out that communication is not generally vertical--that is, it does not flow from upper to middle to lower class, as measured by education or income. On the contrary, the report indicates, you'll find opinion leaders in each of various classes.

Also noted is that followers pay less attention to mass media and look to the opinion leaders to mediate between them and the media. But some followers eventually become opinion leaders for others who are even further removed from direct contact with the media.

The study notes that implications of this flow of information are important to Extension workers. It suggests that we should:

...Identify opinion leaders at all socio-economic levels. One good way to do so is to ask people to name those they turn to for information or advice on a named subject.

...Make every effort to see that the message gets to opinion leaders. The report says a newsletter is a good way to do this.

...Make our message simple, clear and specific, since it may pass through two or three people before reaching its final destination.

...Direct our message unmistakably to the specialty of the opinion leaders we want to reach. The message should contain information that will enable them to function as opinion leaders, and it should be new, timely, or increase the knowledge they already have.

Other conclusions and implications:

...The newsletter is an excellent way to reach client groups with information. In the West Virginia study, 82 percent remembered receiving newsletters and 65 percent recalled general content and purpose. Moreover, 37 percent said they discussed content with their friends and neighbors and 29 percent used the newsletter as a reference in discussing public affairs.

...Major advantages of newsletters include precise identification of audience and complete control of your message. You can tailor the message to specific needs, adjust timing and sequence of your message, and your audience can use the newsletter for future reference. And the audience also can read your message at its own convenience and at its own pace.

Also noted: West Virginia University was considered an excellent source of objective educational information by 84 percent of the opinion leaders who were surveyed. There was also general agreement among them that the university should be involved in dissemination of objective public affairs information.

10/19/70





# It Says Here ...



## Distinguished Service Award Winners

We congratulate the three ladies who this week received distinguished service awards at the annual meeting of the National Association of Extension Home Economists. Honored at a recognition breakfast in Milwaukee were Miss Mary Husted, Massac County; Mrs. Fawn Smith, Fayette County; and Mrs. Rachel Crabb, DuPage County.

A belated tip of the hat also to the three advisers in agriculture whose distinguished service awards were made at the National Association of County Agricultural Agents meeting in Corvallis. Recipients were Robert B. Schmerbauch, Wayne County; Louis M. Engelbrecht, McHenry County; and Calvin Cowsert, Shelby County.

## Alfretta Dickinson New NAEHE President

Speaking of honors, Miss Alfretta Dickinson of Winnebago County will head the National Association of Extension Home Economists for the coming year. She moved up to the presidency during the NAEHE's Oct. 26-30 meeting in Milwaukee.

## IEAA-IBA Awards Presented

While we're passing out the accolades let's also commend the IEAA for coming up with the new Action Award, the Illinois Bankers Association for being co-sponsor, and five advisers who were named winners this year.

We're glad to see that effective use of communications media is one of the criteria by which winners are selected. Coordinated programming, innovative practices and professional improvement are the other three.

The Action Award is for advisers with five years or less service at the county level. The five short-timers designated for the award this year are Chris Scherer, Stephenson County; Bill Harryman, Christian County; Ken Jones, Pope-Hardin Counties; Richard Brown, Wayne County and Terry Atchison, Coles County.

## Do You Need Help On Photography?

Comment noted during the IEAA Information Committee meeting during annual conference week: The judge of the single news photo category, Amchem-NACAA awards program, felt quality of entries left much to be desired. He is reported to have said this was particularly true after the top five winners were named.

Could it be that some of you advisers sat on potential winners this past year instead of entering? Or that reviewing the photography section of the Communications Handbook might be in order, to prepare for next year's competition? Or both?

As we've reminded you in the past, each county office has a copy of the handbook. While you're about it, take a look at some of the other sections--and start thinking about entries for the coming year.

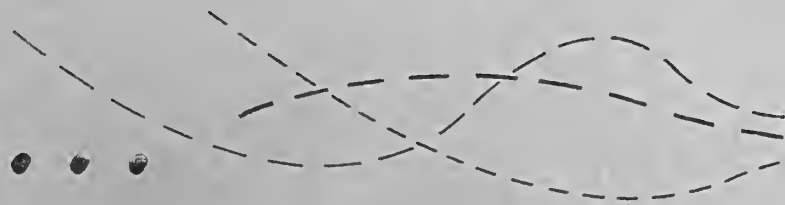
## Community Resource Development Defined

The West Virginia research report mentioned in It Says Here last week had what we think is an excellent definition of Community Resource Development. The report says one person put it this way: "Community means people, resources mean what we have and development means putting people and resources together for the benefit of all."

10/26/70



# It Says Here



## Former OAC Staffer Talks Communications

John Woods, former Office of Agricultural Communications Staff member, recently addressed a seminar for farm writers and broadcasters in Melbourne, Australia. Here and in one or more subsequent issues, we'd like to share some of his thoughts with you. As a starter, he lists five factors that influence agricultural communications:

1. No one medium is best for all messages to all audiences. We should devote more time to determining potential roles of each medium for transmitting certain messages to specific audiences.

2. Agricultural subjects vary much more than in the past. Some are complex and must be treated in great detail; others must be transmitted immediately to be of any value. The characteristics of the message greatly affect the way in which we use the media.

3. Farmers differ in educational levels, size of farm, location and specialization. We must consider those differences in determining treatment of the message.

4. Our audiences expect higher quality communications efforts. Non-agricultural communications are setting standards we have to equal, not only in technical quality, but also in meeting the specific needs of media and audiences.

5. Cost of communicating continues to increase at an ever faster pace. This is forcing us to take a look at cost per thousand people reached and, more importantly, at composition of audience. More decisions about media usage will have to be based on such information.

Woods then suggests that the general mass media (newspapers, radio, TV) are beginning to change their approach to

the use of farm material. He maintains that media efforts to appeal to a wider audience by diluting farm pages or farm programs haven't worked. The diluted farm page or program lack the good, solid information needed by farmers while city people also tend to ignore them because of the "farm" label, Woods believes.

His conclusion is that the diluted farm page or program produce neither the large audience for the general advertiser, nor the audience with a high proportion of farmers wanted by the farm advertiser.

## Special Offer On Newsletter Survey

If you'd like the complete report on the community resource development newsletter study mentioned in It Says Here, Oct. 19, the author says a few copies are available. Write Leighton Watson, Center for Appalachian Studies and Development, West Virginia University, Morgantown, W. Va. 26506. Ask for Research Report 4, "Do Extension Newsletters Really Work?"

## Affect And Effect

Among words sometimes misused are affect (verb) and effect (noun or verb, depending on how used). To illustrate: Our actions may affect (verb) the lives of others. The effect (noun) of our actions may or may not be beneficial. Let us hope that the changes we effect (verb meaning "bring about") are beneficial.

## Cowsert Heads IEAA

Cal Cowsert, Shelby County, moves up as IEAA president for the coming year, replacing Kane County's Phil Farris. Other officers are Denver Corn, Sangamon County, first vice president; James McCurdy, Warren County, second vice president; and Arlin Obst, Monroe County, re-elected as secretary-treasurer. 11/2/70



# It Says Here ...

## 4-H Moves With Society

It is becoming harder and harder to find a "4-H'er" these days.

The typical 4-H'ers with his cattle and hogs projects now composes only one-third of the total 4-H program. The youngster - next-door in Anytown, U.S.A., now is the main 4-H participant.

The program is open to youngsters ranging in age from 9 to 19. Pledged to developing the individual's head, heart, hands and health for the betterment of society, the program focuses the youngsters' creative talents and interests in various activities.

Typical of 4-H'ers today are the some 2.7 million youngsters living in rural towns and inner cities participating in various projects and activities far removed from the stereotyped cattle and pigs projects.

### **Cause of change**

The change in the ratio between the number of farm and urban 4-H'ers is due to the numerical decrease in the size of the farm population. The 4-H program grew steadily in the urban areas due, in part, to the opportunities offered by the program.

Members of the Frogpond 4-H Club in Bondville are typical of the youngsters participating in 4-H. They are finding unique opportunities to learn while having fun.

And what they are learning is American Heritage via antique rifles, pistols, trapping, tanning and spinning.

The club members found they generally held a common curiosity about the history of various antiques owned by their families. By pooling their efforts, the study of American Heritage became a club project with members instructing younger members in the skills of various activities.

### **Sponsored display**

Culmination of the club's efforts was a special display at the county's annual Cluborama at Urbana's Lincoln Square. An

idea conceived by the youngsters, the responsibility for the exhibit fell squarely on each member's shoulders.

It is the club leaders' philosophy to allow the youngsters to develop their own activities and then assume full responsibility for completing the club enterprises. The leaders, O. E. Witte and Barron Brandriff, use the term "leader" sparingly for they view their function as an advisory role.

"We let them present the ideas and then leave it up to them to follow through. We sit back and advise pointing out possible mistakes," Brandriff said.

The club members assume the leadership roles and teach other members skills pertaining to projects. The technique of spinning yarn, now invested in the capable hands of Beth Brandriff, the 17-year-old daughter of club advisor Brandriff, has been taught to 14-year-old Christie Shaw. Miss Shaw is

the daughter of Mr. and Mrs. Avery Shaw of near Bondville.

Miss Brandriff learned to spin yarn from another 4-H member who has since exceeded the 19-year-old cut-off age limit.

Trapping and tanning was a common frontiersman chore and the Frog Pond Club has revived the trade. Here, too, older members teach others the in's and out's of tanning.

An antique rifle and pistol collection owned by Witte was a major catalyst in sparking interest in American Heritage. Witte, who traces the history of each weapon he collects, restores the antiques to their original state. By halting the decaying process, the antiques are preserved for future generations.

### **Sons interested**

Witte has three sons in 4-H, all interested in antique weapons. The three: Steve, 17; Craig, 14 and Mark, 11 are learning the techniques of restoration. They also learn how to use the

weapons on hunting trips.

As Witte teaches his sons how to restore the weapons, they also study the history surrounding the weapon including how it was built, by whom and for what purpose. Through the process, the youngsters learn about the settlement of America.

"This is American Heritage," Witte said. "Just by going back with the gun, you trace the history of the United States. Wouldn't you like to hear what that gun would say if it could just talk?"

Through the actual performance of the projects, the 4-H'ers curiosity is pricked and they learn because they want to learn.

That philosophy has always been a part of the 4-H program. Though the type of projects may change and may be unusual, the youngsters are still working on their own activities that interest them and may prove helpful in their adult life.

\* \* \* \* \*

## ALL IT TOOK WAS THE SUGGESTION

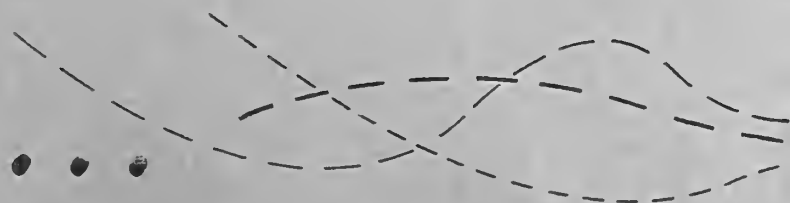
The 4-H feature reproduced on this page--along with four excellent pictures which unfortunately we cannot include due to lack of space--made up a full-page spread in the November 1 (Sunday) issue of the Champaign-Urbana Courier. You'll note that while the story is about a rural area club, the reporter gave it the non-farm (rurban) slant.

We reproduce the story here to illustrate what sometimes happens when you merely suggest a good feature possibility. A Courier reporter wrote the story and a Courier photographer took the pictures. And it all happened because someone in the Champaign County Extension office recognized the feature possibilities and contacted a reporter. When a newspaper takes the trouble to assign a reporter-photographer team to a story, you are pretty well assured of more story and better placement than if you do the story yourself.

11/9/70



# It Says Here



## Woods Discusses Ag Communication Trends

Here's the second installment on comments made recently to an Australian audience of ag communicators by John Woods, former OAC staffer at Illinois.

The general mass media is using more short, news-type capsules beamed to farmers--filling some of their needs but still short enough to "not drive away" the city audience.

New "selected audience media" (specialized magazines and direct mail) are pinpointing specific audience groups with in-depth messages.

Most dailies have quit printing "how-to-do-it" dirt farm stories and many no longer have a farm page. But they still print farm classified ads and run detailed reports on livestock and grain markets. They are also putting more emphasis on farm business stories in their financial pages. There is no discernible trend in the way weeklies treat agricultural material--some use it, some don't.

Radio has moved toward spot news service for farmers--an "alert service" to arouse interest and send them to other sources for more detailed information. Markets, weather and crisis type reports of floods, blizzards, and so on are the kinds of topics covered, with emphasis on the short one or two-minute capsule comment.

Television is probably the most difficult medium to use for agricultural information. The traditional 15 to 60-minute farm hour program is about gone. The most successful stations lean toward putting ag programs in the news segment; some stations already have put their farm directors in their news department.

Farm magazines have made the most spectacular changes in recent years. General interest national farm magazines have had rough sledding recently while the state farm magazines are doing better financially. Emergence of the "vertical" magazines, beamed at a narrow segment of the farm audience, has been the most dramatic change.

Use of direct mail to provide a "continuing reference service" has great potential for ag communicators. Some states have begun this type of service. Farmers who subscribe (that's right, he says "subscribe") are given a looseleaf notebook with fact sheets on a specific enterprise. The service is updated regularly. While the system does have the advantage of delivering a specific message to a specific audience, costs are high. Maintaining a high-quality mailing list is difficult and expensive; postage also is expensive. But Woods believes the continuing reference service still has great potential.

\* \* \* \* \*

How about it? Does your experience out in the counties bear out what John has been telling our Australian counterparts about agricultural communications in the United States? Do the trends fit in your county? Or are you bucking the trends? We'll be glad to have comments.

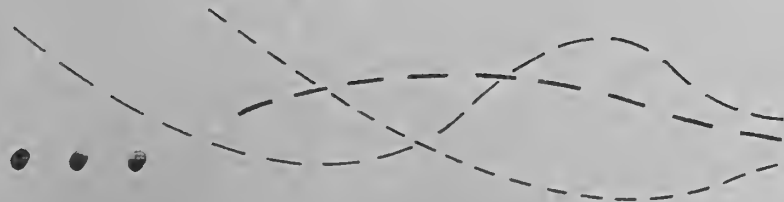
## Can Anyone Top This?

An adviser whom we choose not to identify has called our attention to a newspaper whose editor must hold the record for long sentences. Would you believe sentences ranging from 65 to 110 words? We assume the adviser has not invited that editor to teach 4-H reporters how to write news stories. 11/16/70





# It Says Here



## 4-H Week Coverage Noted

Calling attention to good 4-H Week coverage in just a few counties is a little on the dangerous side because we are sure many others have done as well or better. But these are some we know about, so here goes!!

Larry Wachtel, Jefferson County, sent in a copy of the Mt. Vernon Register News and its special supplement. It looks as if Larry got saturation coverage there.

In addition to the newspaper effort, Larry reports that:

Junior leaders made 18 twenty-second spot announcements for radio, and those were played several times throughout 4-H week.

Four-H stickers went on about 1,200 copies of Extension Adviser Ron Cornwell's Timely Topics newsletter.

Past issues of the 4-H News were put in the Doctors' Park waiting room and in a local barber shop. (How about putting them in those places regularly, when issued, Larry?)

Place mats announcing 4-H Week were placed in a dining room used by four service clubs.

A 20-foot banner announcing 4-H Week was placed across the street (Ill. 37) in Mt. Vernon.

Marquees of several fast food establishments featured some sort of 4-H Week announcement.

The 4-H Federation elected officers.

Larry followed up the newspaper portion of the promotion with a letter to the editor, thanking the paper for its cooperation.

Mick Hallam, Jasper County, liked the front-page spot he got in the Newton Press-Mentor. There were also three pages of good, local-angle material on the inside, well up toward the front of the paper.

Boyd Lahr, Crawford County, reports five front page photos in the Robinson Daily News and 20 total photos in the 4-H issue. An 8-page special supplement was loaded with 4-H copy and supporting advertisements.

David Phelps, Iroquois County, had about two-thirds of the front page on the Iroquois County Daily Times and a good item on an inside page.

## Wirth Cooperates On Soybean Feature

In Richland County, Paul Wirth teamed up this fall with an Olney Daily Mail reporter on an excellent soybean feature story. Wirth supplied Reporter Dan Yount with old photographs, statistics and other material to help round out the story. A front page color photo and outline called attention to the feature on two inside pages. The story traced the development of soybeans as second only to corn in importance to "Illinois and Richland County."

The story illustrates how an adviser can team up with a newspaper to get a message across.

## Photography Workshop Helps

Bill Harryman, Christian County, tells that the photography workshop held during the annual conference helped. And he sent some clippings to show how Roger Kiefling used Polaroids to good advantage in several newspapers in covering 4-H Achievement Night winners. 11/23/70



# It Says Here ...

## TeleNet Progress Report

The newly developed TeleNet passed another milestone on Nov. 16 when the first program was conducted. It was a slide presentation and discussion between the Macon County Agriculture Extension Council and Ed Vernon, TeleNet coordinator. (He's also OAC staff.)

Ed covered the development of TeleNet and then discussed some of the system's possible uses with Warren Myers and the council. Ed also tells us he'd be glad to make the same type of presentation and participate in discussions with other council or community groups, via the TeleNet.

The TeleNet is now installed in the advisers' offices in Moline, Springfield, Decatur and Vandalia. An installation was also completed in Mumford Hall a couple of weeks ago. Within the week we expect to complete TeleNet installations in advisers' offices in Rockford, Macomb and Benton, and in a community building in Carbondale.

For scheduling in Carbondale, contact the office of W. I. "Ike" Brandon at 217 E. Main Street, Phone No. (618)456-4354. If Brandon isn't available, contact Robert Carlock, area adviser.

By the end of November we hope to have TeleNet ready to go in St. Charles, Galesburg, Jacksonville, Pontiac, Bloomington and Belleville. Due date for the system in the Effingham area advisers' office is December 2.

These 16 sites will constitute the initial TeleNet. A few additional sites are being negotiated in Cook, Will, Peoria and Logan counties. We also expect to be able to add the Dixon Springs Agricultural Center early in January.

A program that Esther Siemen worked up for home economics advisers illustrates potential use of the entire TeleNet system. On November 30 and again on December 8 she will work with the home economics advisers in all Extension districts. The home economics workshop on working with retailers in Extension Education Programs will be the first statewide use of TeleNet. Esther's topic will be "Training Retail Sales Personnel."

## Ten Cardinal Rules Of Teaching

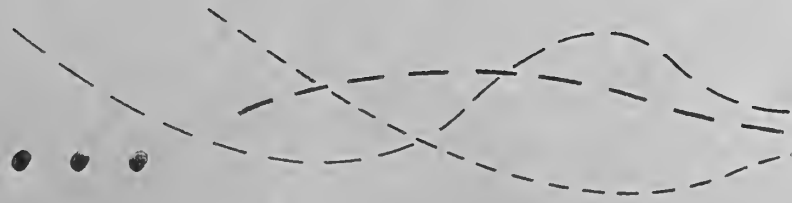
(Adapted from presentation by Dr. Stewart Jones, educational psychology department, University of Illinois.)

1. Know your audience.
2. Analyze tasks, plan accordingly.
3. Select appropriate instructional materials.
4. Present material in context, format or pattern in which it will be used.
5. Get feedback from class on speed and clarity of presentation.
6. Provide feedback to class. Indicate progress. Correct if necessary.
7. Strengthen desirable responses by rewards such as praise or privileges.
8. Enhance understanding by demonstration, probing questions and inductive methods.
9. Provide for active practice of skills being taught.
10. Furnish good example of enthusiasm and a model of performance for students to emulate.

11/30/70



# It Says Here ...



## Departmental Editor Changes Noted

Here are changes in departmental editor assignments, effective Dec. 1:

Del Dahl will be departmental editor for administrative offices and continues as Media Services Coordinator.

Ray Woodis takes on agronomy, plant pathology and entomology. He also keeps extension 4-H and youth.

George Bevard becomes departmental editor for agricultural economics, forestry, horticulture and safety education.

Walt Rockwood, Helen Fry and Kay Guenier retain current assignments.

## The Problem Census

Discussion leaders and program planners frequently have difficulty in finding out the real problem or concerns of people in a group situation. This difficulty arises because: (1) Some people may feel timid and will not want to express problems they feel may appear ridiculous to others. (2) Other people may feel they will lose status in an open discussion of problems. (3) Still others may not wish to reveal problems in the presence of superiors or supervisors. In such situations, the problem census offers an opportunity to bring problems into the open with complete anonymity.

The problem census procedure should be explained thoroughly so that all members of the group understand that any problems or comments they express will be anonymous. It often helps to do a practice census on a problem of no consequence, or of a humorous nature.

Step 1. Pass out blank cards (5 x 8 inch size usually) or cards which ask a

specific question, or which contain an incomplete sentence.

Step 2. State as specifically as possible what the people are to do. This might be to list on the cards the major problems they have with a specific subject; or to answer a specific question asked on the card; or to complete a sentence on the card. Emphasize that they are not to sign their names on the card.

Step 3. Allow a few minutes for the people to think about and complete the assignment.

Step 4. Ask the people to begin passing the cards, one at a time, to right or left; or collect all cards and shuffle them thoroughly and redistribute.

Step 5. Organize the large group into smaller groups and have each smaller group review and summarize problems listed on the cards.

An alternative step is keep the large group assembled and ask someone to read what is written on the card he holds. Write this on the blackboard or flip chart, then ask those holding cards with similar statements to raise their hands. Count number of hands raised and enter the number adjacent to the topic listed. Repeat until all problems are listed.

Step 6. If summaries were done by small groups, ask a person from each group to write problems listed.

Step 7. With the problems now before the group, they can be used for immediate discussion as to probable cause and possible solutions; or they can be recorded and used as a basis for planning future program. (Adapted from material prepared by Dr. Lawrence Borosage, College of Education, Michigan State Univ.)

12/7/70



# It Says Here ...

## The Answer? Keep Trying!

In the Nov. 9 issue of It Says Here we called attention to a feature story that appeared in the Champaign - Urbana Courier. The point made was that sometimes a suggestion is all it takes to get a newspaper to assign a reporter-photographer team to an Extension story.

One of our advisers responds, in effect: "That's fine, but how do you get it done when the paper won't even send a reporter or photographer to cover a 4-H achievement program?"

The only answer we have is that you keep working at it. You try to get better acquainted with the editor and, perhaps more importantly, with the reporter who covers Extension activities. And if no reporter has that regular assignment, you get acquainted with one or two anyway and try to uncover some particularly good story possibility for them. And if you steer them to a really good story a time or two, chances are you'll eventually fare a little better on routine coverage.

## How Language Changes

In "The Story of Language," author Mario Pei says that activity and change may be described as the essence of all living language. Even the so-called dead languages change, he notes in citing the ingenious combination devised by the Vatican to express the modern concept of "motorcycle" in Latin. The Latin term is "birota ignifero latice incita," and the translation, Pei says, is "two-wheeled vehicle driven by fire-bearing juice." Pei elaborates as follows:

"Language is an expression of human activity, and, as human activity is forever changing, language changes with it. It seems at least partly established that language changes least rapidly when

its speakers are isolated from other communities, most rapidly when they find themselves, so to speak, at the crossroads of the world. Among the Romance languages, a tongue like Sardinian, comparatively sheltered from the rest of the world, has changed little from the original Latin, while French, exposed to all inroads, invasions, and crosscurrents from the rest of Europe, has diverged the most.

"Many linguists hold that agricultural and sedentary pursuits tend to give stability to language, warlike and nomadic life to hasten its change. Lithuanian, the tongue of peaceful farmers, has changed little during the last two thousand years, while Scandinavian evolved very rapidly during the Viking era...

"Whether much or little, all languages change in due course of time. A modern English speaker encounters some difficulty with the English of Shakespeare, far more with the English of Chaucer, and has to handle the English of King Alfred as a foreign tongue. A French speaker finds the fifteenth-century language of Francois Villon a little difficult, has considerable trouble with the eleventh-century Chanson de Roland, barely recognizes the tongue of the ninth-century Oaths of Strasbourg, and if he goes back further has to view the documents he finds from the Latin rather than from the French standpoint; yet there was never a break in the continuity of the spoken tongue of France or its speakers."

Considering how active and unisolated our society is, could it be that changes in our language will occur so rapidly at some time in the future that we'll need to take a refresher course every decade or so? Matter of fact, when you think of some of the changes that have taken place even in the last decade, maybe the time already has come.

12/14/70





# It Says Here ...

## Thoughts On Using TeleNet (by Ed Vernon)

Developing your TeleNet program should involve such essential procedures as identifying audience and educational needs, determining time and place of meeting, developing program details with participating staff members and establishing evaluation procedures.

Contact me (Ed Vernon) at Urbana (a.c. 217, phone 333-7384) to arrange for use of TeleNet facilities. Check with the appropriate county office to schedule the meeting room you expect to use.

We should schedule use of TeleNet well in advance if you and your clients are to derive maximum benefit from it. Considerable lead time is necessary to prepare programs, produce supporting visuals and inform other advisers about programs being planned. We'll be making better use of the system if two or more groups participate in a program. Let's plan to make staff talent more available to more people.

The TeleNet site list follows. An asterisk (\*) means ready by Jan. 4.

<u>COUNTY</u>	<u>CITY</u>	<u>ADDRESS AND LOCATION</u>
*Pope	Simpson	Dixon Springs Agricultural Center (618-994-2101) basement of dormitory
Jackson	Carbondale	217 E. Main St., Contact area adviser's office or Mr. W. I. "Ike" Brandon, 618-457-4354
Franklin	Benton	321 S. Main St., adviser's office
St. Clair	Belleville	Basement of Farm Bureau Bldg. adjacent to adviser's office at 116 S. Charles
Fayette	Vandalia	118 N. 6th St., adviser's office
*Effingham	Effingham	107 S. Banker St., contact area adviser's office
Morgan	Jacksonville	E. Morton Road, adviser's office
Sangamon	Springfield	2449 N. 31st St., adviser's office
Macon	Decatur	1150 Pershing Road, agr. adviser's office
Champaign	Urbana	67 and 69 Mumford Hall
McLean	Bloomington	202 E. Locust St., adviser's office
Livingston	Pontiac	222½ W. Madison, adviser's office
Knox	Galesburg	95 N. Seminary Road, agr. adviser's office
Rock Island	East Moline	1188 Coaltown Road, adviser's office
*Will	Joliet	100 Manhattan Road, adviser's office
Kane	St. Charles	Randall Road
Winnebago	Rockford	4311 W. State Street

Most installations are in offices or meeting rooms of county advisers. Exceptions are Dixon Springs, Urbana, Effingham and Carbondale sites.

12/21/70



# It Says Here ...

## Golden Categorizes Adviser Roles

Some time ago we were talking with Assistant Director E. E. (Al) Golden about the many roles the Extension adviser plays. Al came up with a list that looked about like this:

Adviser	} EDUCATOR {	Interpreter
Analyzer		Manager
Applier		Motivator
Assister		Organizer
Communicator		Planner
Coordinator		Promoter
Decision-maker		Recommender
Dispenser		Recruiter
Enabler		Representer
Explainer		Retrainer
Facilitator		Scheduler
Implementer		Servicer
Influencer		Supervisor
Innovator		Thinker
Counsellor		Trainer

## It Gives Me Great Pleasure

(From "The Intelligent Man's Guide To Letter Writing," Kimberly-Clark.)

"There is no getting around the fact that public speaking is one of the burdens or one of the rewards, depending on your point of view, of being an executive. If a businessman is not invited to speak at or at least to chair a meeting, he has not arrived and probably never will.

"Some men are able to speak extemporaneously and do it well, although they must constantly fight the temptation to flow on beyond the endurance of their listeners -- a temptation, we regret to say, that is often too strong to resist. Most of us, however, prefer to depend upon a text or extensive notes which, even if not needed, are a powerful psychological antidote to jitters. (The most prac-

tical notes for a speaker should be typed double-space, on half-sheets of regular bond stationery. Memorizing a speech usually takes too much time, while reading from a complete text can be deadly unless you have developed a technique. A compromise is often the best course -- write the speech and become sufficiently familiar with it that your eyes can wander from time to time without interrupting the talk.

"Jokes should be avoided. Humor, whether it be a wisecrack or a personal anecdote -- an audience always relishes anecdotes that show the speaker at a disadvantage -- is welcome but the joke routine is by now an exhausted technique. You run the risk, too, of the joke falling flat, a disaster from which you can never recover, no matter how brilliant your subsequent oratorical efforts.

"The secret of good speech-making is simple: make your talk shorter than your audience expects. A short talk, no matter how dull, is never a disaster but an oratorical masterpiece that exceeds a reasonable length of time is unforgivable. Every year the threshold of boredom for American audiences becomes lower, and speakers ignore it at their peril.

"A final word to chairmen. Introduce the speakers briefly and shut up. Nobody came to hear you. At best you are a necessary evil, and your success will be in reverse proportion to the amount of time your mouth is open."

## Thought For The Day

"When you write to John Q. Public, have something concrete to say; say it concretely, then quit." (John O'Hayre, in "Gobbledygook Has Gotta Go.")

12/28/70





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